JULY 16, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Radio Broadcast Advertising

Segal, Smith, Hennessey
1026 Woodward Bldg.
Washington, D.C. 5 544

Mail Clerk --
Circle action
addressee

WESTERN UNION

NB142 50/39 5 EXTRA=NO NEWYORK NY 26 1238P

HUGH TERRY=

STATION KLZ SHIRLEY SAVOY HOTEL DVR=

AD AGENCY AND SPONSOR EXECS VOTING IN THE BILLBOARD EIGHTH ANNUAL RADIO STATION PROMOTION SURVEY RATED KLZ'S OVER-ALL PROMOTION JOB SECOND AMONG ALL REGIONAL NETWORK AFFILIATES=

JOSEPH KOEHLER EDITOR AND LOU FRANKEL RADIO EDITOR.

5TH TIME IN 4 YEARS

A Record of Consistent Performance Unequalled in the Rocky Mountain West

● Five times in the past four years, KLZ has been one of the top winners in Billboard's nationwide surveys of radio station promotion, exploitation and publicity. KLZ's record is unique among stations in the Rocky Mountain region.

By itself, this record would reflect the KLZ philosophy of station operation, but there are still others of equal significance. Already this year, KLZ has been winner or finalist in four other national competitions. All together, in the past five years, KLZ has received recognition 15 times in the fields of promotion, merchandising and program production.

KLZ's leadership in the Denver region today is no sudden accident.

KLZ

DENVER

5000 WATTS ON 560 KILOCYCLES

Affiliated in Management with The Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY

IN THIS ISSUE: FALL BUSINESS INDEX

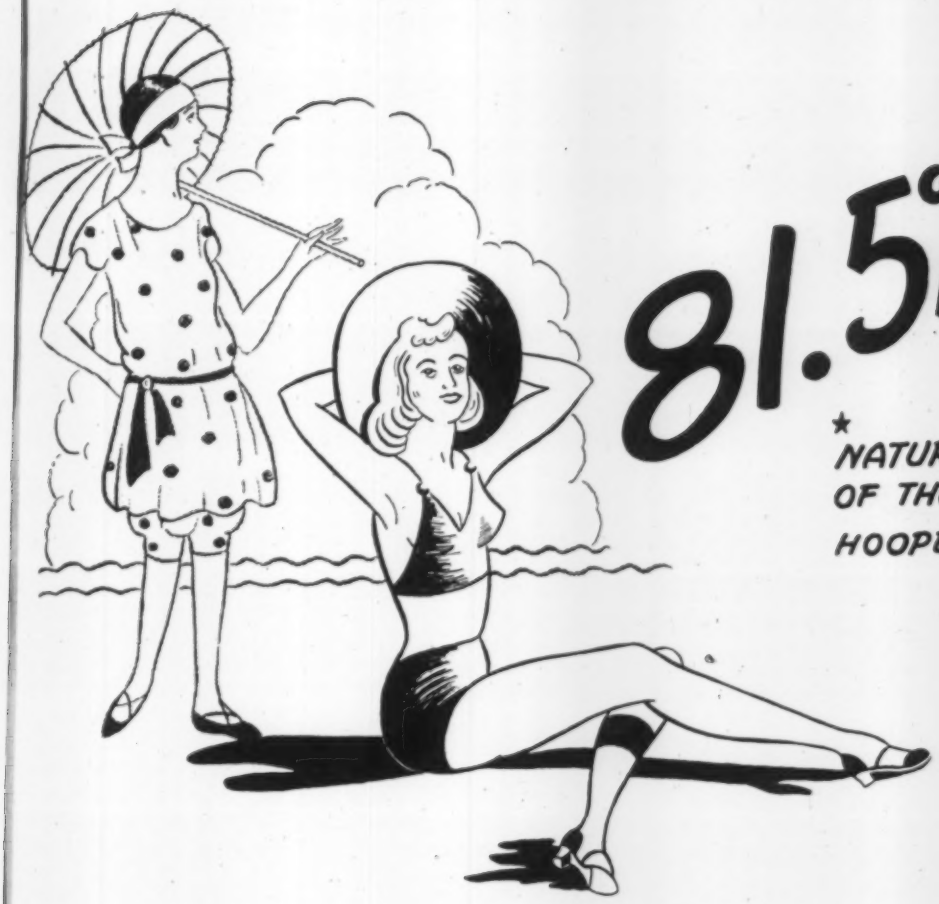
WELL PLACED

On the course a "well placed" ball lowers your score. On the air a "well placed" ad raises your sales.

Your advertising is always well placed when it's aired over WSPD, the 5,000 watt, NBC station which covers the rich Northwest Ohio-Southern Michigan area . . . home of over a million and a half listeners who, for 24 years, have heeded the good advice of the Voice of Toledo.

JUST ASK KATZ . . .

WSPD
TOLEDO, OHIO
5,000 WATTS
A FORT INDUSTRY STATION
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT



81.5% BETTER!*

*NATURALLY WE'RE SPEAKING OF THE ALL-DAY AVERAGE HOOPER FOR WSIX

Yes, sir! . . . That 81.5% increase in WSIX's all-day average Hooperating during the two years ending last January is mighty easy on the eyes. And here are some more facts that are mighty pleasing to advertisers! WSIX has the highest daytime Hooper of any Nashville station. . . . Top programs of **both** the AMERICAN and MUTUAL Networks . . . Excellent coverage at a very low unit cost . . . A booming market in the heart of industrial, agricultural Tennessee, with over a million people—all potential buyers for your product —who really believe in spending.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL
5000 WATTS
980 KILOCYCLES

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

CAPT. HARRY C. BUTCHER, Naval aide to Gen. Dwight D. Eisenhower during European campaign, isn't going back. Before returning to civil life (probably in radio after all), he has important chore. Postwar plans are not known though he could return to CBS where he was Washington vice-president.

ODT TRAVEL restrictions, tightening daily, may doom traveling shows and name bands if rules are invoked rigidly. Coca-Cola *Spotlight Bands*, top-rated on GI lists, particularly hit. Fate of program format depends on current talks.

WHAT happens to Treasury's War Finance Division when Mr. Morgenthau hands over exchequer keys to Mr. Vinson? One radio man, William R. Cline, loaned by WLS Chicago to Radio Section for 6th and 7th drives, may remain as agricultural specialist. Last week he was back at WLS.

TWO NAMES most heard for NAB's second man under proposed new regime are Lt. Col. Frank E. Pellegrin, ex-NAB staffer, who distinguished himself overseas, and A. D. (Jess) Willard, general manager of WBT Charlotte. Some doubt whether Mr. Willard will stay in Charlotte under projected new ownership of WBT by Jefferson Standard Life Insurance Co. Col. Pellegrin, with offers from stations, networks and NAB, wants to stay in uniform until that last Jap.

RADIO VERSION of all's fair in love and politics axiom developed last Thursday. Ex-Gov. William H. Wills, of Vermont, confirmed in record time by Senate for FCC commissionership, met his predecessor, ex-Gov. Norman S. Case, of Rhode Island, at FCC offices. Republican Case gave Republican Wills a few pointers on FCC, Washington, et al, based on 11 years at FCC. Commissioner-designate Wills returns July 23 to be sworn in, takes over Aug. 15.

INCIDENTALLY, Gov. Wills plans to retain his predecessor's office organization. That seems to mean Min Sparks, top secretary, will serve her fourth ex-governor.

SAUL HAAS, president of KIRO Seattle and Collector of Customs at port of Seattle, is set for round-the-world tour as war correspondent for KIRO and *Portland Oregonian*. On leave without pay from Treasury post, he is expected first to go to ETO, join Washington-Oregon troops to be redeployed to Pacific, record interviews with Northwest's GI's. Tour may take three months. It marks first time station owner has gone over as war correspondent.

EFFORTS of American Broadcasting Co. to land Ford Sunday Evening Hour, featuring Detroit Symphony (9-10 p.m. EWT) may jell this week, according to usually reliable Midwest reports.

Upcoming

July 17: FMBI Board meeting 10 a.m., Mayflower Hotel, Washington, to decide action on proposed FM Rules & Regulations.

July 23: Hearing before FCC en banc sale of Crosley Corp., including WLW, to Aviation Corp.

July 26: Deadline for filing briefs, appearances, with FCC in proposed FM Rules & Regulations. Hearing 10:30 a.m., July 30.

Bulletins

ALL SIX members of FCC, plus an equal number of engineers, headed by Chief Engineer Adair and Assistant Chief Engineer for Broadcasting Willoughby, fly to New England July 27-28 for Army Air Forces communications inspection. Air Forces radiation laboratories at MIT and Radio Research Laboratories at Harvard are on itinerary, along with Bedford Army Air Base.

WTRC Elkhart, Ind., 250 w, 1340 kc, on Sept. 1 will join NBC as a supplementary station. Station has been affiliated with American.

NBC has obtained exclusive broadcast rights to the Army-Notre Dame football game Nov. 10, and the Army-Navy game Dec. 1. Bill Stern, NBC's sports director, will handle.

LT. ROBERT PACE, former singer on WTOP, then WJSV Washington and CBS before his enlistment in the Marine Corps, died on Guam June 2 as a result of burns suffered in an explosion on Okinawa May 25. The attending Chaplain stated Lt. Pace died heroically.

Business Briefly

TO USE RADIO ● Blue Star Foods Inc. through Howard H. Monk & Assoc., Rockford, Ill., will increase advertising and include radio when cooking fat supply eases. Now looking at homemaking programs in Illinois, Indiana, Iowa.

LEAR PLACES ● Lear Radio, Piqua O., (aircraft radio equipment) sponsoring Orson Welles effective Sept. 16, on American, will use the Sunday 1:15-1:30 p.m. spot [BROADCASTING, July 9]. Agency is Arthur Kudner Inc., New York.

JACQUES RENEWS ● Jacques Mfg. Co., Chicago (K. C. baking powder) Aug. 4 renews *K. C. Jamboree* 52 weeks, Sat. 10:15-10:30 a.m. 74 NBC midwestern stations. Agency, Leo Burnett Co., Chicago.

JACKSON RELEASED

LT. COL. HENRY M. (HANK) JACKSON, officer-in-charge Armed Forces Radio Service Section, Army Service Forces, Washington, was released from active duty last week. Formerly sales manager of CBS San Francisco, Col. Jackson becomes chief of West Coast radio for J. Walter Thompson Co. in San Francisco.

OWI GETS 35 MILLION

CONTINUED operation of OWI Domestic Radio Bureau was assured late Friday when Senate passed and sent to White House War Agencies Appropriation Bill for 1946 fiscal year, giving OWI $35,000,000.

FCC Crosley Hearing Set For July 23

IN AN UNUSUAL procedure, FCC en banc on July 23 will hold hearing on proposed sale of $22,000,000 Crosley Corp. (including WLW Cincinnati) to Aviation Corp. Asked by both parties to expedite hearing, previously set for Aug. 8, Commission Thursday set earlier date.

The transaction, largest to come before FCC because of the inability to segregate Crosley broadcasting operations from manufacturing properties, carried July 16 deadline. Because of pendency of transfer application, however, it was clear option would be extended until FCC acts. Last Tuesday FCC first set transfer for hearing by recorded unanimous vote. It is understood, however, that at least two of five Commissioners sitting felt the exhaustive material warranted action without hearing.

Commission acted on motion to expedite hearing last Thursday, day of filing. Applicants had proposed July 19 but FCC chose July 23. It agreed to request to sit en banc and without reference to an examiner, as another means of expediting. Petition was filed by Duke M. Patrick, attorney for Crosley, and R. S. Pruitt, vice-president and general counsel for Aviation Corp.

At its Tuesday meeting, the FCC set forth, in addition to customary data as to qualification, citizenship, alien ownership of stock, public interest and participation of other interested parties, these issues for consideration:

What portion of the price for Crosley Corp. is attributable to WLW and other Crosley subsidiary stations; what portion of consideration is attributable to Crosley's contract to purchase WINS New York for $1,700,000, plus $400,000 in time trade, now awaiting hearing; relationship which operation of WLW would have to other enterprises of Avco, including information as to extent to which station would be used for furtherance of other Avco interests; Avco plans on FM and television; Avco's plans on WLW program policies, including network broadcasting; effect of contract provision restraining Powel Crosley Jr. from engaging in operation of broadcasting or television stations for five years upon competition in broadcasting and whether such restraint would be consistent with law and in public interest; full information on Avco's plans to finance acquisition of Crosley stock.

* * *

Hearst Radio and Crosley last Friday filed a joint motion with the FCC to delete from the proposed sales contract covering WINS the provision which would give Hearst a 10-year option to repurchase at the best market price and, if elected, to resell.

the book of the month in West Virginia . . . . .

When Howard L. Chernoff went to Europe last year as the first War Correspondent accredited to an independent radio organization we told the world about it. We shouted it from the housetops and we thought we milked it of the last bit of promotion. We didn't think there could be any more to tell. But there is!

We had so many requests for copies of Chernoff's broadcasts that he edited them and put them out in book form under the title "Anybody Here From West Virginia?" The book was to sell for one dollar with all proceeds going to the American Red Cross.

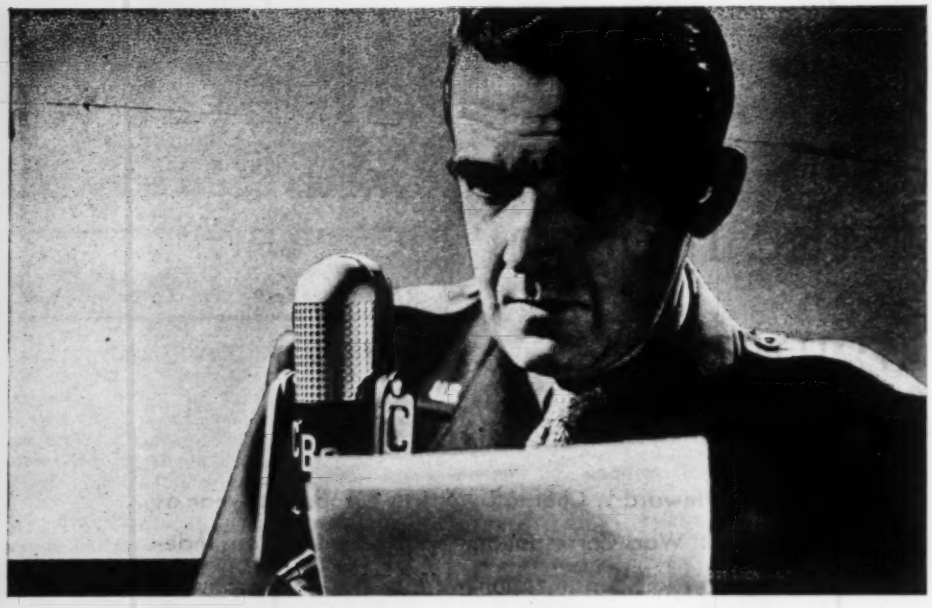
Now get this! The printer wanted to put out 6,000 copies while Chernoff suggested that 2,000 would be plenty. They compromised on 4,000, and . . . the book is a complete sell-out! Now the book is going into a second printing (with all the proceeds still going to the American Red Cross).

Proving what? We don't know our own strength!

The West Virginia Network

JOHN A. KENNEDY, President
(on leave U. S. Navy)

WCHS - Charleston
WSAZ - Huntington
WBLK - Clarksburg
WPAR - Parkersburg



For finest reports of World News . . .

For exciting coverage of New Orleans' big events . . .

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

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The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
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James Montagnes, *Manager.*

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WHEN YOU THINK OF

YOU THINK OF WFIL

WFIL and Independence Hall are synonymous. Why? Because wherever and whenever there is an event of public interest in Philadelphia, you will find WFIL.

Yes, WFIL microphones are forever traveling throughout the Birthplace of the Nation, broadcasting important local and national civic events to the people of Penn's Towne. Like the re-opening of Philadelphia's Northeast Airport, return of Generals Bradley and Spaatz, War Bond Rallies, Red Cross Drive, Congressional Medal Award at Independence Hall, WFIL is constantly performing a public service that is second to none. That is what wins listeners and their loyalty.

And that is also why smart advertisers are buying more and more time on "The American Network Station in The Birthplace of the Nation." They know that this "public service personality" makes listeners respond more quickly and eagerly to their sales messages to sell more and more merchandise.

Better check with WFIL or The Katz Agency today for greater sales tomorrow.

WFIL 560 KC
PHILADELPHIA

In Philadelphia **WFIL** *means* **PROGRESS** *and* **PUBLIC SERVICE**

Represented Nationally by THE KATZ AGENCY

For once, we were

More than 1000 tubes like the one above, duplicates of an unknown German tube, were produced by Bell Labs and Western Electric in 17 days. They helped put an important enemy communications system back to work for our Army.

copy-cats!

. . . *by special request*

Somewhere on the Western front, the retreating Germans left behind their strategic telephone communications system—all intact—*except that every vacuum tube had been removed from the repeaters.*

The Signal Corps went to work speedily to restore this valuable system for our own use. An engineer who had worked under the Germans supplied some general notes on the system and its operation. One tube believed to be of the missing type was found. Notes and tube were rushed to the U. S. by air.

At Bell Labs, tests and X-rays revealed the tube's inner construction and electrical characteristics and proved that no similar tube was available in this country. The German tube differed also in dimensions of the bulb and base and in the arrangement of the pins. Hurried consultations and calculations indicated that a suitable tube could be built from existing parts of American tubes—except for a grid and the base.

At Western Electric, the tube shop went to work—modified machines to wind the grid, and in three days produced eight tubes with hand-made bases, which were flown to Europe for trial in the system. Meanwhile, production went ahead at top speed and just 17 days after the lone German tube was received at Bell Labs, 1,015 duplicates of it had been completed. Result: the Signal Corps soon had the German telephone system in operation again.

Bell Labs and Western ordinarily wouldn't be happy about copying *anybody's* products. We developed the first repeater tubes—which later led to trans-Atlantic telephony and radio broadcasting. It has long been our tradition to create our own superior designs. Working together, Bell Labs and Western have solved many of the war's toughest electronic problems. After the war, count on this team for continued leadership in communications equipment.

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for our Armed Forces at war, and for continued improvements and economies in communications.

Western Electric

Manufacturing team-mate of Bell Labs, and the country's largest producer of communications and electronic equipment for war.

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

Remarks broadcast by Ed Baumann, operating Baumann's Department Store, West Point, Neb., upon completion of 12 years broadcasting on WJAG Norfolk, Neb.:

"WITH the scarcity of merchandise as it is, and the pubilc on the search for all kinds of merchandise, it might not be necessary to have radio programs and radio advertising; but it certainly is a means to sell merchandise rapidly, especially where we have a large listening clientele built up in 12 years of broadcasting.

"Our broadcasting is not only an advertisement for our store and the other businessmen whose announcements you hear regularly, but it is also a service as we have pointed out repeatedly. As in the past we shall always be glad to have the folks from a distance, who are going through West Point, stop in and get acquainted. You may find it profitable too.

"So today we start our 13th year of broadcasting and we are fast nearing the end of 73 years of service for the store. We'll do our very best during the period we have ahead of us."

Remarks after 10 years, 1943:

"IN MAY, 1933, when we first started to broadcast, it was in depression time. Before that time we had published a store paper. It was costly to send those papers to more distant points. And it seemed to us we must get more customers from a distance to continue the excellent service we had been giving and continue to carry a large stock of merchandise.

"We tried radio announcements but that did not quite fill the bill.

"Finally we decided to try out broadcasting from a studio in the store by remote control. It clicked from the start."

Remarks after nine years, 1942:

"IT WAS 1933 that we had our first broadcast. Karl Stefan conducted the Voice of the Street here in West Point. Karl is now Congressman (Rep.) from the Third Nebraska District. WJAG was one of the first stations in the nation to start a program of interviewing people on the street. We do not know of any other place in the nation that has continued broadcasting by remote control from a town as small as West Point."

Remarks after seven years, 1940:

"THE IDEA in establishing this studio was to increase our own business and we know the investment has been worth while. The Baumann Co. is operating the studio the same as any other department of the store and time is sold to other merchants, business and professional men. Our facilities have been available to our competitors at all times on the same terms as any other customer."

Sellers of Sales

ELEANOR LARSEN, associate radio director at Geyer, Cornell & Newell, New York, is not a timebuyer in the strict sense of the word . . . but she does handle the buying of radio time for a number of agency accounts.

Eleanor has recently acquired responsibility for the Nash - Kelvinator Sunday afternoon program on American which now originates in New York as an eight-week summer replacement for the Andrews Sisters' West Coast program.

Among the other radio advertising projects she supervises—from the buying of time to selection of scripts and talent—are the E. R. Squibb & Sons' quarter-hour program on CBS, *Jimmy Carroll Sings*, and the spot radio campaign for Continental Oil Co., for which she selects stations and times to be used.

Starting in the fall, Eleanor will also handle the new Berkshire Knitting Mills program on Mutual which will feature Ilka Chase.

A native of New York, Eleanor attended schools in New Rochelle and Aurora and then took a secretarial course at the Katherine Gibbs school. She started in the advertising business as secretary in the Geyer Co., which later became Geyer, Cornell & Newell. She has been with the firm 12 years this month.

ELEANOR

"There was no set up radio department here when I started," Eleanor said. "When the Kelvinator Co. put on its radio program I took it over and the job just grew from there."

In private life, Eleanor is Mrs. Daniel E. Provost, wife of the national advertising manager of the *New York Herald Tribune*.

"The household combination of radio and newspapers is a great joke among our friends," she said, "but we've figured it out. I talk newspapers to his friends. He talks radio to mine."

IN PENNSYLVANIA THE

TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative RAYMER

NBC MUTUAL

目標卓……東京

OR, IN OTHER WORDS—

DESTINATION: TOKYO

BOB CONSIDINE—Co-author of the best-seller, "Thirty Seconds Over Tokyo," author of "MacArthur The Magnificent," and frequent contributor to national magazines. Considine flew eastward around the globe and is now filing from China.

CLARK LEE—Author of "They Call It Pacific." He covered the Jap thrust into China, the fall of Bataan, MacArthur's return and the B-29 raids over Tokyo. His new assignment is to cover the U. S. air force's final drive against Japan.

HOWARD HANDLEMAN—His "Bridge To Victory" was a stirring book on the recapture of Attu. He covered Kiska, Kwajalein, Eniwetok, Saipan, Guam, Leyte and Luzon invasions and was cited by Admiral Kinkaid. New destination: Tokyo.

PAT ROBINSON—Author of "The Fight For New Guinea." He will accompany U. S. ground forces to Tokyo. "You have added luster to the difficult and dangerous profession of war correspondent," General MacArthur recently told Robinson.

THE full strength of our armed forces is being hurled into the battle to defeat Japan quickly and decisively . . . fresh troops in countless numbers are streaming westward to add tremendously to the striking power of the Pacific veterans who themselves have done a remarkable job.

Similarly, International News Service is expanding its coverage of the vast Pacific war theater. The war-proven INS staff in the Pacific is receiving reinforcements befitting the big task which lies ahead.

Four newly assigned INS Pacific war correspondents are authors of best-seller books on the war against Japan. They are distinguished and battle-tested observers, writers, reporters. Their names—*Bob Considine, Clark Lee, Howard Handleman, Pat Robinson*—are hall-marks of authentic, intelligent, forceful coverage. Their dispatches give distinction to any newscast.

These men are only four of a large and steadily increasing INS Pacific staff, but what a combination they comprise for the radio station which takes real pride in the distinction and dramatic quality of its newscasts.

INTERNATIONAL NEWS SERVICE

World Continuities Sent Subscribers Weekly

Musical Reveille—Six 30 Min. pgms.
Little Show—Six 15 Min. pgms.
All Star Dance Parade—Six 15 Min. pgms.
Jerry Sears Presents—Three 15 Min. pgms.
Frankie Masters Entertains—One 15 Min. pgm.
Ray Bloch Presents—Three 15 Min. pgms.
Three Quarter Time—Three 15 Min. pgms.
Sunny Days—One 15 Min. pgm.
Milt Herth Trio—Two 15 Min. pgms.
Salute to the Hits—Two 15 Min. pgms.
Let's Dance—Three 15 Min. pgms.
Jimmy Dorsey and His Band—Two 15 Min. pgms.
Casa Loma Time—Two 15 Min. pgms.
Charlie Spivak Serenade—Two 15 Min. pgms.
Across the Footlights—Two 15 Min. pgms.
Your American Music—One 30 Min. pgm.
Pan Americana—One 30 Min. pgm.
Victory Marches—Three 15 Min. pgms.
Moments of Devotion—Three 15 Min. pgms.
What's New—Two 15 Min. pgms.
The Old Chisholm Trail—Three 15 Min. pgms.
Organ Reveries—Three 15 Min. pgms.
Hollywood Melodies—Three 15 Min. pgms.
Do You Remember—Two 15 Min. pgms.
World of Song—Three 15 Min. pgms.
South of the Border—Three 15 Min. pgms.
Echoes of the Gay Nineties—One 15 Min. pgm.
Presenting Harry Horlick—One 15 Min. pgm.
Hawaiian Harmonies—One 15 Min. pgm.
000 Concert Hall—One 30 Min. pgm.
Music for Sunday—One 30 Min. pgm.
Lean Back and Listen—Six 15 Min. pgms.
Concert in Miniature—Two 15 Min. pgms.
Musical Memoirs—Two 15 Min. pgms.

An all-star show

HOW would you like to broadcast **continuous** performances of big-name shows—right around the **clock**? No program-building to worry about . . . it's all done for you!

That's what happens when you subscribe to the World Library. You immediately get the basic World Library of 4000 selections. You get at least 50 new units each month, including latest hits. You get some of radio's most famous vocalists, orchestras and novelty groups, recorded by World's famous Wide-Range, Vertical-Cut process.

But the important thing is that World's Continuity Service presents this top talent in expertly written shows—23 hours of the finest entertainment—ready to go on the air. You get shows for all purposes and for all periods of day and night. You get shows built around the top talent in the World Library.

World provides its subscribers with 84 separate continuities each week. (See Titles at left.) Among them you'll find such brilliant talent and shows as: CASA LOMA TIME with Glen Gray, JIMMY DORSEY AND HIS BAND, CHARLIE SPIVAK SERENADE, MILT HERTH TRIO,

that runs 23 hours!

RAY BLOCH PRESENTS and others. There is a top-notch World Program to fit every listener mood and each advertiser's need. Station KORE, Eugene, Ore. writes: "We, at the present time, are using an average of 240 World scripts a month . . . all of them just as they are received and adding only commercials."

Join the more than 325 leading stations who have turned to World for top-notch entertainment, brilliantly presented. Get the facts *now*... you'll be surprised to find how easy it is to enjoy World's great program-building service. Write to: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Builds better programs

WORLD LIBRARY

WORLD BROADCASTING SYSTEM, INC.,
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

"Now go home, Thistlewaite--F&P can do the rest!"

● **Wonder how many men we've saved from a joyless evening of makeshift supper and overtime!**

Taking tough jobs off the shoulders of advertisers and agency staffs is one of our best tricks. Of course that means we put in a lot of overtime ourselves, but it's the business we chose and the one we do best, so we're happy in it.

Why not let F&P help *you* to get home for dinner? Our telephone numbers are listed below!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

IOWA

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

SOUTHEAST

WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

SOUTHWEST

KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
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BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 3 WASHINGTON, D. C., JULY 16, 1945 $5.00 A YEAR—15c A COPY

Fall-Winter Business Prospects Bright

GoodsManufacture Will Give Plans Green Light

THE business of broadcasting, now at its highest point, will soar even higher this fall and winter.

This conclusion is based on a survey of key United States and Canadian markets conducted by BROADCASTING during the last fortnight.

It takes into account uncertain factors centered around the headaches of reconversion and the promised easing of paper shortages that keep advertisers out of other media.

Looking around the country, a uniform feeling of optimism is noted among those who buy and sell radio time. Only hesitancy is found on the West Coast, where contract cancellations and cutbacks are causing concern in the booming Los Angeles market. Even there the long-range prospects are favorable.

Time Shortage

The main problem, it is generally agreed, is how to get new advertisers and keep them pleased when two major networks are just about sold out and many stations are unable to offer desirable time. This is coupled with the anticipated effort of competing media to lure away from radio some of the business lost during the wartime period.

Record advertising activity is imminent. The signs are everywhere. Firms engaged for years in war production are getting ready to resume manufacture of consumer goods. Any advertising they have done has been of an institutional or service type. With goods to peddle, they will want to tell their story to the public. Key cities buzz with activity and some companies already are starting "feeler" campaigns to pave the way for resumption of consumer selling.

Heavy Industry Interest

As shortages of consumer goods are eased——and already the trend is developing—there also will be increased advertising by firms that somewhat curtailed their budgets when they had less to sell.

Everywhere there is a pent-up desire to re-sell brand names to the American public.

Two encouraging symptoms are noted in scanning the summer situation. First, heavy industries, not classed as radio's best customers, are showing an interest in the medium. Revere Copper & Brass has started a national series and U. S. Steel has one coming up.

Second, retailers seem fairly well sold on radio. Department stores the country over are showing more interest and many are making radio a fixture in their advertising budgets.

Around the country a definite quickening of summer placements is apparent. Fall business, once left to late summer, already is being signed up in quantity. This apparently is due to a desire of sponsors to get best possible time in view of the known shortage of availabilities and to the long-range planning that has developed with the disjointed war production and distribution scheme.

The availability situation is definitely bad in many cases. NBC and CBS are near capacity, and can only offer a good period when an occasional sponsor drops out or shifts to another facility. American and Mutual can offer desirable time and sponsors are taking advantage of their openings.

Among stations some relief has appeared as used-car advertising continues to dwindle. Part of this business came from fly-by-night corner lots and was not especially desirable. With automotive products about to return on a limited scale the openings left by used-car dealers will be quickly grabbed.

The time shortage extends into the once flexible spot field. Where stations could offer good announcement time most anywhere on the schedule, many now are so jammed that advertisers are shifting to 5 and 15-minute programs. One company is experimenting with a spot program slanted to a particular community. If successful it may try it in other areas.

Planners Busy

Among consumer lines are exciting autumn and winter prospects. Already the automotive leaders are well into production planning, and easing of WPB bans will be followed by busy assembly lines. Having been confined to institutional copy for several years, motors will engage in good old-fashioned competitive selling when they have something to sell.

Rubber firms have maintained institutional campaigns but are eager for the day when they can go after the public's tire dollars. Food sponsors have been active on the air in recent years, but shortages and rationing have been handicaps. Like motors, rubber, oil and other lines, they crave the chance to rebuild faith in brand names.

Many of the watch companies have stayed on the air during the war. Some want to buy more time, others are anxious to come back after a costly absence. Electric appliances are scarce now but may be among the first to resume manufacture. Radio sets, refrigerators, home freezing units and others will be good radio clients when the

(*Continued on page 74*)

BUSINESS INDEX

ROUND-the-nation prospects for broadcast advertising will be found on these pages:

New York 20
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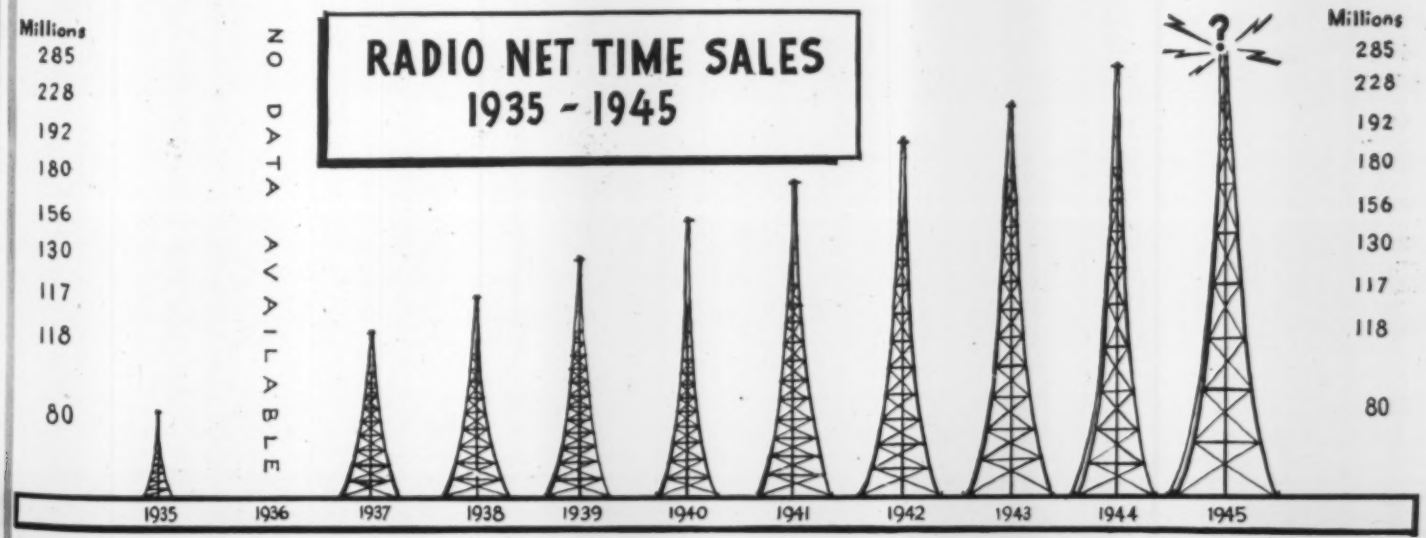


Justin Miller Seen Slated for NAB Helm

Craven Committee Set to Name New Head

LEADING prospect for the NAB presidency is Associate Justice Justin Miller, of the U. S. Court of Appeals for the District of Columbia, it was apparent last week as the NAB Presidential Selection Committee was to meet in Kansas City for its final session. Justice Miller was to be present at the meeting, scheduled for July 14, with five of the six committee members planning to be present.

If the committee decides unanimously on the jurist, conversations immediately will be undertaken for his retention in the topmost radio post. Presumably he would take over the radio reins in September. He would have to resign from the appellate bench — second highest tribunal in the land. Now on vacation in his native Los Angeles, Mr. Miller notified Chairman T. A. M. Craven last week that he would be in Kansas City at the committee's invitation.

The new president (assuming it is Justice Miller) will take over the trade association's direction from J. Harold Ryan, who has served as interim chieftain since April 1944. Mr. Ryan assumed office when the presidency was vacated by Neville Miller, who had served since 1938 as radio's first paid fulltime executive.

President Ryan was to attend the Kansas City session. G. Richard Shafto, WIS Columbia, S. C., was not to attend the meeting but previously had met Justice Miller in Washington. Members present were to include Chairman Craven, William B. Way, KVOO Tulsa; John J. Gillin Jr., WOW Omaha; J. Leonard Reinsch, Cox radio stations; Frank Stanton, CBS N. Y.

Such matters as salary, length of tenure, staff and scope of activities were to be covered in conversations with the presidential prospect following an accord on his selection. The NAB committee had been given plenary powers by the board to make the selection and commit the association. A report, however, will be made to the board, scheduled to meet in Washington Aug. 6-7.

Executive Assistant

The Committee also plans to make a recommendation to the board on appointment of an executive assistant to the new president and possibly an interim managing director. A dozen prospects for this post are understood to be under consideration. The committee is not authorized to make this appointment, which departs somewhat from the original plan. A practical broadcaster, one conversant with radio problems and familiar with management, will be recommended. Several broadcasters now in Government service or in the armed forces are said to be under consideration.

Justice Miller, while a lifelong attorney, jurist and criminologist, nevertheless is no stranger to radio. As a member of the appellate bench, on which he has sat since 1937, he has written a number of opinions on appeals from FCC decisions in radio cases. His tribunal is the appellate body sitting over the FCC in radio cases.

Justice Miller numbers among his friends many broadcasters and attorneys in the radio practice. He is well acquainted with Neville Miller, having served as a visiting law dean at Kentucky colleges while Mr. Miller, former mayor of Louisville, was dean of law at Louisville U. An able jurist, he is an excellent speaker and has testified before committees of Congress in connection with jurisprudence.

The NAB presidency can pay in the neighborhood of $40,000 to $50,000 per year. Neville Miller drew a salary of $35,000 when his tenure ended last year. The salary for the executive assistant or managing director has not been pegged and would be subject to full board authorization.

New NAB President?

JUSTICE MILLER

Who's Who on Justice Miller

MILLER, JUSTIN, asso. justice U. S. Court of Appeals, Washington, D. C.; b. Crescent City, Calif., Nov. 17, 1888; s. Robert Willis and Matilda (Morrison) M.; A.B., Stanford, 1911, J.D., 1914; LL.B., U. of Mont., 1913, LL.D., 1941; D.C.L., Yale, 1934; m. May Merrill, June 20, 1915; children—Jean Marian (Mrs. Edwin Ball Abbott), Merrill Justin. Admitted to bar Mont., 1911, Calif. 1913, Minn. 1924, N. C. 1931, Supreme Court of U. S., 1934. Assistant in economics, 1910, in history, 1911, Stanford; asst. instr. in law, U. of Montana, 1912-13; instr. in English, Stanford, 1913-14; clk. law office of McCutcheon, Olney & Willard, San Francisco, 1914; engaged in general practice of law in Hanford, Fresno and San Francisco, Calif., 1914-21; district atty. Kings County, Calif., 1915-18; mem. Harris & Harris, Fresno, 1919; atty. and exec. officer Calif. State Commn. of Immigration and Housing, 1919-21; lecturer U. of Calif., summer 1921; prof. law, U. of Ore., 1921-23, Univ. of Minn., 1923-26; sec. Minn. Crime Commn., 1926; mem. Calif. Crime Commn., 1927-30; editor in chief Ore. Law Rev., 1921-23; asso. editor Minn. Law Rev., 1923-26; prof. law Stanford U., summer, 1926; prof. law, U. of Calif., 1926-27; dean of the Sch. of Law, U. of Southern Calif., 1927-30; visiting prof. of law, Columbia Univ., summer 1929; dean Sch. of Law, Duke Univ., 1930-35; spl. asst. to atty. gen. U. S., 1934-36; chmn. atty. gen.'s Advisory Com. on Crime, 1935-37; mem. U. S. Board of Tax Appeals, 1937; asso. justice U. S. Court of Appeals, Washington, D. C., since 1937. Pres. Southern Calif. Acad. Criminology, 1929; pres. Calif. Conf. Social Work, 1929-30; pres. N. C. Conf. of Social Service, 1933-34; vice-chmn. Govt. Div. of Community Chest, Washington, D. C., 1936-37; mem. bd. dirs. Nat. Probation Assn., 1929-30, v-p, 1930-36; chmn. com. on cooperation with law schs. of Nat. Assn. Legal Aid Orgns., 1930; mem. Human Betterment Foundation (v-p, 1930-32); hon. mem. Internat. Assn. of Chiefs of Police; chmn. com. on survey of criminal law and procedure, Assn. of Am. Law Schs., 1925-33 (chmn. Round Table on Remedies, 1925, 26, Round Table on Wrongs, 1932). served as pvt. Calif. Nat. Guard on Mexican border, 1916. Mem. Am. Bar Assn. (chmn. sect. on criminal law, 1927-37; chmn. com. Pacific coastal fisheries, 1939, Sect. of Internat. Law), Am. Law Institute (life; chmn. advisory com. on criminal justice). Am. Judicature Soc. (v-p, 1932), Federal Bar Assn. (pres. 1935-37; chmn. war work com. since 1942), California State Soc. of Washington, D. C. (pres. 1939, 1940), California State Bar, Los Angeles County Bar Assn. chmn. com. on Juvenile Courts, 1929-30), North Carolina State Bar Assn. (chmn. com. on uniform state laws, 1932-35), Delta Sigma Rho, Delta Chi, Alpha Pi Zeta, Phi Delta Phi, Order of the Coif, Phi Kappa Phi, Pi Sigma Alpha, Omicron Delta Kappa, Phi Beta Kappa (chmn. western div. 1929-30), Pi Gamma Mu, Sigma Nu Phi. Democrat. Episcopalian. Author: Miller on Criminal Law, 1934. Contbr. to legal and other periodicals. Home: 550 Paseo Miramar, Los Angeles, Calif. Address: U. S. Court of Appeals, Washington, D. C.

Lee Elected

THOMAS S. LEE, president of Don Lee Broadcasting System, Hollywood, has been elected president and director of Pacific Broadcasting Co., regional network of 22 Pacific Northwest affiliates, stock of which was recently purchased by the former company [BROADCASTING, June 25]. Formal stock transfer and resignation of former Pacific Broadcasting Co. officers preceded naming of new executives. Lewis Allen Weiss and Willet H. Brown, vice-presidents and general manager and assistant general manager, respectively of Don Lee have been named vice-presidents and directors of Pacific, with A. M. (Tony) Quinn, secretary-treasurer.

Drawn for BROADCASTING by Sid Hix

". . . and Now 'Here's Little Mary Jane to Tell You About the New Cereal Delight, Rice Bubbles!"

Truman Letter Evokes Enthusiastic Praise

Cox Calls It Radio's 'Emancipation'; Ryan Sees 'Challenge' to Radio

PRESIDENT Truman's letter of July 3 to BROADCASTING, declaring his position on radio, last week evoked enthusiastic praise from all segments of radio.

Typical of the comments, published in this issue, was one from former Gov. James M. Cox, of Ohio, newspaper publisher and station owner, who called it radio's "emancipation proclamation".

NAB President J. Harold Ryan cited it as a "challenge to every broadcaster" and predicted the art will rise "to every test to which they may be put". Brig. Gen. David Sarnoff, RCA president and NBC chairman of the board, saw in it encouragement to pioneers of FM and television to move across "new frontiers of service to the country". Paul W. Kesten, CBS executive vice-president, said no broadcaster can fail to respond to the "immediate and long-range importance" of the message.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, urged all in radio to go forward with constructive plans now under way under the spur of the President's encouraging comments. Lloyd O. Coulter, McCann-Erickson vice-president in charge of radio, expressed gratification over the President's views, asserting whatever the errors and excesses of free enterprise, they have proved "less stultifying than 'planned' control". It places renewed and timely emphasis on the fact that advertising is the life blood of the competitive system and in order to remain free, radio must continue to receive its revenue from that source," wrote Paul West, ANA president.

Official comment was lacking from the FCC. The President's letter was discussed at a meeting Monday—the date of publication—at which, it is understood, members agreed they should not and would not comment.

Mr. Gamble

Mr. Ryan

Mr. Burbach

Gen. Sarnoff

JAMES M. COX
WSB Atlanta, WIOD Miami, WHIO Dayton

PRESIDENT TRUMAN'S statement is a magnificent job of clearing up a situation of doubt and confusion. It is a reassurance to the public that radio as an institution can now develop its legitimate function. Treated for years as a stepchild, it should now be inspired by the President's emancipation proclamation to meet the manifold tasks that lie ahead. Radio, however, should realize that its new freedom carries added responsibility. From the most remote radio station to the heads of our network system there should come a resolve to respect and not abuse the opportunities of the new order.

* * *

ROBERT D. SWEZEY
Vice-President and General Manager of Mutual

In his letter to the editor of BROADCASTING the President of the United States has paid radio a fine tribute. Mr. Truman said that the industry is 'in good hands.' It is up to us to prove ourselves worthy of his confidence. This we can do only by continuing to improve radio's service to the American people.

* * *

PAUL W. KESTEN
Executive Vice President, CBS

NO BROADCASTER can fail to respond to the immediate and long range importance of President Truman's statement on broadcasting, marking its 25th year as a vital part of American life. The President's recognition of our stewardship is heartening. His grasp of the future problems and opportunities of radio is inspiring. His words of praise for broadcasters as "warriers for our common purpose" are both generous and challenging. And his emphasis on the basic American philosophy of freedom from unnecessary regulation is clear and strong. The fact that this statement of the President's attitude toward broadcasters and broadcasting was contained in a personal letter to you as publisher of BROADCASTING is a high honor for you personally and a tribute to the industry for which you have been so central a spokesman for years.

* * *

By PAUL WEST
President ANA

"PRESIDENT Truman's letter recognizing the important service which the broadcasting industry and radio advertisers have performed in the war and his assurance that the government's policy will be to encourage free, competitive radio, is indeed gratifying. It places renewed and timely emphasis on the fact that advertising is the life blood of the competitive system and in order to remain free, radio must continue to receive its revenue from that source. Most of the advertisers, as well as the majority of the broadcasting industry, are well aware that the freedom of the air waves, which the President pledges, confers on them an obligation to continue to exercise this freedom in a responsible manner by presenting worthwhile programs and by utilizing their commercial time in a way which will not offend the listener."

Mr. Poppele

Mr. Wooten

* * *

J. H. RYAN
President, NAB

THE PRESIDENT'S letter of July 3 amply justifies the universal approval it has received in broadcasting circles. It is a clear and concise statement on the American system of broadcasting unhampered save by the natural laws of competition and such Government supervision as the scarcity of broadcasting facilities impose. In its broad vision toward the future, it is a challenge to every broadcaster to serve his country and its interests to the very limit of his ability and his facilities.

As the United States faces its many difficult problems of world leadership, a free radio and a free press unite to point the way and to persuade the other peoples of the world of the integrity and the humaneness of our intentions.

I have the utmost confidence in the broadcasters of this country. I am sure that they subscribe to every word the President has written and that they and their art will rise to every test to which they may be put in the future by those they serve.

* * *

NILES TRAMMELL
President, NBC

THE CHALLENGING days which President Truman foresees for our medium will be more easily met now that the chief executive has outlined a clear cut national policy for radio. We will uphold his faith that radio is in 'good hands,' and direct our energies, as he suggests, toward maintaining it as free as the press.

DAVID SARNOFF
President RCA, Chairman of Board, NBC

PRESIDENT TRUMAN'S radio credo, with freedom as the keynote, should be an inspiration to all broadcasters in America and throughout the world wherever radio is to serve nations and peoples as a free competitive enterprise. It brings encouragement to the pioneers of television and FM who, after total victory is achieved, will move forward across new frontiers of service to the public.

* * *

CHESTER J. LaROCHE
Vice-Chairman, American

"BROADCASTING" has performed a real service to American radio by disseminating the heartening views of President Truman concerning the operation of our industry. Radio broadcasting now has a vital statement of government policy that will give confidence to the industry and the public alike, and permit an even more effective service to our listeners.

The President's statement that radio "by its very nature must be maintained as free as the press" shows an understanding of our medium that is particularly gratifying at a time when a free access of information to everyone is so essential.

Other statements will be found on pages 36, 38, 40, 68, 70, 71

President Truman's support of radio under a "free competitive system" rather than by rigid government regulation will serve as an inspiration to all who believe in the American system. We pledge ourselves to play our part in the tremendous national tasks ahead.

* * *

LLOYD O. COULTER
Vice-President in Charge of Radio McCann-Erickson Inc., N. Y. C.

IT WAS most gratifying to read President Truman's letter to BROADCASTING Magazine in your July 9 issue. Whatever the errors and excesses of free enterprise—including, of course, free radio—they have proved less stultifying than "planned" control. And, as the most effective sales tool at the disposal of American industry and commerce, radio and television have an even more important role to play in the maintenance of a high level of postwar trade and

(Continued on page 36)

Mr. LaRoche

Mr. Hough

Three Types of FM Stations Proposed

Hearing to Be Held July 30 on Rule Changes

By BILL BAILEY

(*Text of Proposed Rules page 30*)

THREE CLASSES of FM stations, each with identical service areas and competitive status carefully prescribed, are proposed in suggested Rules & Regulations governing postwar FM, announced last week by the FCC.

The Commission designated the issues for public hearing at 10:30 a.m. July 30 and fixed July 26 as deadline for filing briefs and appearances.

Hearing originally was set for July 23, with filing deadline as July 19, but on petition of CBS and other members of industry the dates were changed on Friday to July 26 for briefs and July 30 for hearing.

Highlights

Some of the proposed regulations are identical to those now in force and adopted prior to the war. A few contain minor changes. Highlights of the new proposals are these:

(1) Breakdown of FM stations into three categories—Community stations (of 50 w output), to be assigned 10 channels between 92.1-93.9 mc; Metropolitan stations, 50 channels, 94.1-103.9 mc; Rural stations, 10 channels, 104.1-105.9 mc.

(2) No licensee shall enter into contract or lease for exclusive use of antenna site; licensees shall be required to make the use of their antenna sites available to other FM licensees upon "payment of a reasonable rental".

(3) Comment invited on these proposals: (a) Should FCC adopt regulation that in future when FM becomes an established competitive service with AM, no person or persons under common control will be permitted to own, operate or control more than one AM or FM station serving same area? (b) use of booster stations; (3) regulations covering 20 channels to be held in reserve for future comers.

(4) Network regulations shall apply to FM as well as AM.

Walter J. Damm, FMBI president, called a Board meeting for 10 a.m., July 17, at the Mayflower Hotel, Washington. He asked Board members to remain in Washington until after the hearings. Simultaneously he addressed letters to all FMBI members, urging each to file a brief and appearance. The FMBI Board will be available for consultation with members in Washington at the Mayflower on Friday, July 20, Mr. Damm said.

The FCC is understood to be encouraging individual filings and appearances, rather than those of organizations on the grounds that unified action represents majority views, whereas the Commission also is interested in minority opinions.

Community stations, under the proposed regulations, will be designed to give service to small cities or communities located in metropolitan districts or adjacent to metropolitan districts. These stations will be limited to a maximum radiated power of 50 w and a maximum antenna height of 250 feet over the average height of the 1000 microvolt-per-meter contour. Special authorizations for higher antenna may be issued upon proper showing but the Commission may require a reduction in radiated power.

Service Areas

The 1000 microvolt-per-meter contour within a metropolitan district shall not include the business district of the principal city. A minimum separation of 50 miles will be provided where community stations are on the same channel and 25 miles on adjacent channels. Community stations will be allocated on the basis of multiples of these distances, insofar as possible, according to the FCC proposals. Main studios shall be located in the city or town served and transmitters located as near the center of the city as possible.

Metropolitan stations will serve single metropolitan districts or principal cities and surrounding rural areas, with main studios located in the principal cities served. Metropolitan stations must place a 20 microvolt-per-meter signal on the outer boundary of the service area determined for the district in question.

The first service area will be determined by the Commission for the first station licensee in each area and all additional stations must serve the same area as the first station unless an "adequate showing is made that a different area is proper", in which case all stations will be required to adjust their service areas accordingly. The FCC will consider trade areas, terrain, population distribution, economics and "other pertinent factors" in determining service areas.

This definition was interpreted by broadcasters as following along the lines of the single-market plan proposed during allocations hearings last fall by Paul W. Kesten, CBS executive vice-president. Mr. Kesten proposed that FM licensees be limited, by Commission policy, to coverage of the single-market area within which they are broadcasting rather than covering several separate markets by placing a high-powered transmitter somewhere between the markets. He said the single-market idea would permit more stations on the same frequency, would abolish the "prince-and-pauper equation between big and little stations operating in the same area" and would put a licensee on an equal footing with every other licensee. It also

(*Continued on page 77*)

Interim Operation Only Stopgap, Says FCC

INTERIM operation of FM in the 42-44 mc band, as proposed by the FCC in its allocations above 25 mc [BROADCASTING, May 21, 28, July 2], is expected to be brief, if at all necessary.

In a public notice issued Thursday, the FCC announced that until the 88-106 mc band is occupied, temporary FM service is encouraged in both the present and future bands. Until a television station is authorized for the first new TV channel, 44-50 mc, present FM stations now in that region will remain there, the Commission said. Indications are that FM will be ready to move upward before TV can occupy the channel, the statement added.

Despite agreement by the pioneer FM manufacturers that two-band receivers will be necessary because of the interim operations [BROADCASTING, July 9], the FCC said: "Since all FM stations will be required to operate in the 88-106 mc band as soon as possible, no new receivers need be made hereafter for the 42-50 mc region."

Engineers Meet

Meanwhile some 70 industry engineers met Thursday with Commission engineers to discuss proposed new standards for FM broadcasting. FCC Chief Engineer George P. Adair, who presided, asked the following organizations to name representatives to a joint industry-FCC subcommittee to iron out controversial issues in standards proposed by the Commission: NAB, FMBI, RMA, RTPB, Consulting Engineers.

In the proposed standards of good engineering practice the Thursday conference agreed on the following points:

Field intensity considered necessary for service: City business or factory areas, 1,000 microvolts-per-median field intensity; rural areas, 20 microvolts-per-median field intensity (does not apply to community station).

Interference standards: Objectionable interference is considered to exist when (1) the field intensity of an undesired co-channel station exceeds 2 uv/m at the 20 uv/m contour of the desired station, or (2) the field intensity of an undesired adjacent channel station exceeds 10 uv/m at the 20 uv/m contour of the desired station.

Horizontal polarization shall be standard.

Standard power ratings and operating power range of FM trans-

(*Continued on page 79*)

Ted Hill Urges Broadcasters to Support 'Single Market' Plan for FM Stations

A PLEA to all broadcast station owners and to all applicants for FM stations to get behind the "single market" plan of horizontal competition through allocation of identical facilities to competitive stations was made last Thursday by E. E. (Ted) Hill, managing director of WTAG Worcester, which has operated an FM adjunct for five years.

Deprecating those who foster adoption of the present system of station classification providing for high power, medium and low power stations for FM, Mr. Hill said this plan is based upon an "archaic system of allocation rather than upon adequate service according to population requirements". He called it a "first-come, best-served weakness". He posed the question why one licensee in a metropolitan market should enjoy the privilege of wide urban and rural coverage, probably reaching into other metropolitan areas, while other licensees are restricted to more limited areas.

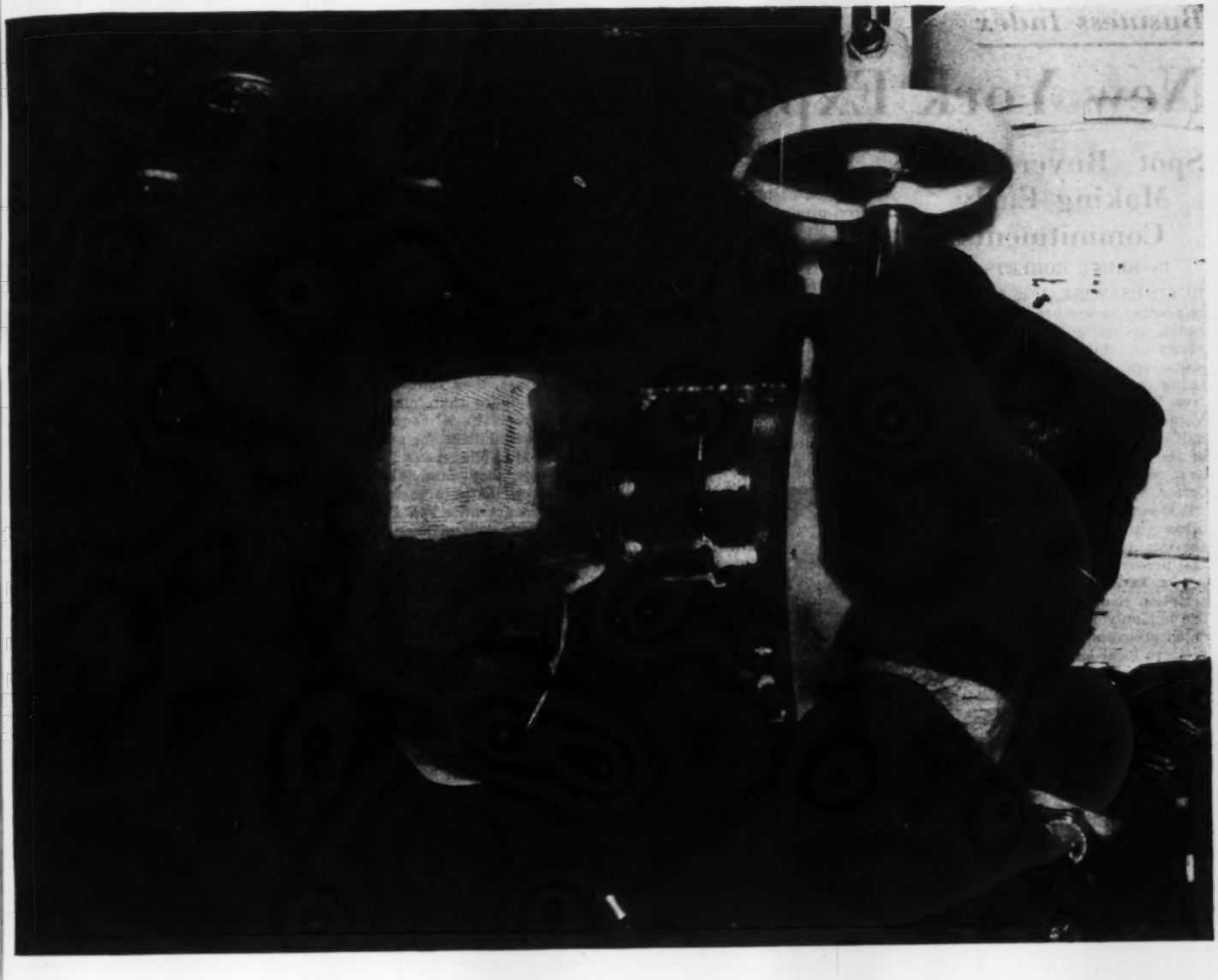
The "inequities of AM broadcasting," Mr. Hill wrote, "should not be brought into FM or television." The single market plan, he said, is based on the engineering fact that one frequency is just about as good as any other FM frequency. There is "no justification for creating a 'prince and pauper' relationship in FM broadcasting".

Hill Behind Plan

Mr. Hill got behind the CBS single market plan on the ground that it would hurt no one but the fellow "who wants to hog his own market and the other fellow's market, too". It places no limit on the power required to do a specific job, he said, and means that no one else can come into a given market and get more coverage than is available to others.

Urging all applicants and prospective applicants to write the FCC to urge adoption of the single market plan, he said he would support such a plan regardless of its source and because it "helps to insure my being in the broadcasting business 10 years from now, regardless of my network affiliation".

Calling attention to the FCC's hearing on proposed new FM licensing policies on July 23, he urged broadcasters to act with all possible promptness.



Getting the range

The captain of a gun crew on a U.S. battleship looks through the periscope to get a true bearing on the target.

His work is exact, precise, searching. There's none of that firing from the hip stuff.

And that's the way radio time ought to be bought.

Searching inquiry, exact figures on cost-per-listener—these are the fundamental ways to get the radio range on a profitable market.

In Baltimore W-I-T-H has the facts to prove that this successful independent station produces more listeners-per-dollar-spent than any other station in town.

To get the range on Baltimore, the sixth largest city, get the facts on W-I-T-H.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* · *Represented Nationally by* Headley-Reed

New York Expects Record-Breaking Year

Spot Buyers Are Making Early Commitments

By BRUCE ROBERTSON

BUSINESSWISE, 1945 is going to be another record-breaking year for radio, according to executives of networks, stations, station representatives, advertisers and advertising agencies surveyed by the New York bureau of BROADCASTING. Volume of business for the first half of 1945 was comfortably ahead of the like period of 1944 and the next six months should be even better.

Network schedules for fall are already tight. Spot users began reserving time for announcements and programs in June, six to eight weeks earlier than usual. Transcription companies report stations are not only buying lots of syndicated programs but are also selling them to local advertisers. National transcription advertisers also are active. Keystone, transcription network, is having its most successful year.

More Civilian Goods

Most old advertisers are continuing on the air; many are expanding their use of radio. New radio accounts and a number of pre-war clients who dropped out of radio when they converted to exclusive military production are making inquiries.

Limited manufacture of passenger automobiles and trucks, radio transmitters, receivers and parts, and some household appliances is now permitted. Easing of wartime controls is not expected to provide any immediate abundance of autos, electric irons or radio sets on the market. But it indicates the first steps toward return to a civilian economy.

Advertisers, realizing that it will take time to reestablish their brand names and to acquaint the public with such improvements as double-band FM receivers, are reconverting their advertising along with their manufacturing. Westinghouse has shifted Ted Malone from an evening to a daytime spot on American, using five instead of three programs a week and changing the commercials from institutional to product advertising. Philco, also on American, has cut its Sunday evening institutional program, *Hall of Fame*, from 60 to 30 minutes and has bought a quarter-hour of the *Breakfast Club* across the board for direct selling.

Other advertisers are launching warmup campaigns in preparation for the time when they'll have something to sell. Bendix Aviation Corp. in June started *Men of Vision* on CBS, saluting leaders in the aviation industry. Revere Copper & Brass on July 4 began a year's sponsorship of *Human Adventure*, produced by the U. of Chicago on Mutual. U. S. Steel Corp. in September starts a 60-minute Sunday evening series of Theatre Guild dramas on American.

Autos Buzzing

General Motors and Chrysler, with institutional network programs throughout the war, are shopping for additional shows. Ford is planning to return its *Sunday Evening Hour* to the air this fall. Chrysler's Plymouth division is testing a half-hour dramatic program by transcription in five cities, may go network in the fall.

Mr. Gittinger

Waterman pens and pencils will be advertised by *Gangbusters* on American, come autumn. Omnibook at that time will assume sponsorship of the CBS Saturday afternoon *Of Men and Books*. *Life* magazine has auditioned Burgess Meredith for a network program.

Such new or returning radio accounts, plus many more now asking about time and program availabilities, lead sales executives at American and Mutual to foresee an extremely rosy future, beginning now and extending well into the postwar period. At NBC and CBS, however, optimism is tempered with the knowledge that generally they can sell time to a new advertiser only if a current client gives it up.

Sees Readjustment

"Business is good, but not nearly so good as a lot of people think it is," declared William C. Gittinger, CBS vice-president in charge of sales. He believes that since the first of the year we have gone into a period of readjustment which may last for 12 or 18 months. Shortages of tobacco, sugar, fats, he said, are squeezing radio advertisers, and only radio's ability to sell goods has given it a waiting list of clients. When General Foods drops a half-hour because of a lack of sugar for Jello, he said, Bendix is waiting to take over.

At NBC, which has little time available, Roy Witmer, vice-president in charge of sales, foresees little change in the picture, either in the immediate future or postwar. With 85% of radio's business coming from foods, drugs and toiletries, cigarettes and soaps, "home-bought and home-consumed" produets, any change must come in the other 15%, he said, and much of that is taken up by other continuing advertising in closely kindred fields, such as home appliances, automobiles, tires and gas, etc.

Despite the general increase in spot, with clients buying 5 and 15-minute programs because of the lack of sufficient good announcement time and with fall business being placed earlier than usual, a number of station representatives are mildly pessimistic.

Cancellations have been heavier than before, they said, though new business more than offsets losses. Timebuyers have begun to ask about availabilities for automobiles, household appliances and other war absentees, but many advertisers have been loath to make advance commitments since V-E Day, adopting a "let's wait and see what happens" attitude.

Movies Busier

Majority of spot is still in the food and drug class, although motion picture advertising is assuming major proportions. Forced into radio by lack of newspaper space, movie producers have used more and more time to advertise new pictures, seem set to continue after the war, and may change to year-round budgets to take advantage of radio's continuity, advertising second-run pictures or individual stars when they have no new pictures to announce.

A boon in spot, particularly in programs slanted to the individual community, was predicted by a number of agency executives. Canada Dry, for example, is testing in Wichita a late Saturday 60-minute evening program of recorded music selected in accordance with juke-box popularity in the area; will expand to other cities if it works.

A number of agency executives cited the rising costs of network programs as a major cause of a swing to spot. Criticizing the networks for their failure to develop new talent, they declared that with the exception of a few dramatic programs network shows are costing too much per listener to make them good advertising buys. Networks should remember, they said, that to the advertiser a radio program is advertising, to be measured in terms of sales, not of entertainment or rating points.

New Ideas Needed

Those opinions are worth noting because they came most frequently and most vigorously from agencies placing top-ranking evening network shows. It should also be noted, however, that whatever their future portent, these complaints about costs have not as yet had any discernible effects on their purchases of network programs for their clients.

New program ideas are all too few, the agency men said, several of them citing Mutual's *Queen for a Day* as almost the only good new idea in the last five years. New types of programs will be especially needed, they said, following V-J Day, when interest in news and sponsorship of news and news analysis programs may be expected to drop sharply. Unless radio is ready with new programs, they warned, sponsors of news programs may turn to newspapers and magazines.

At the moment, however, news and news commentary programs are in the hot-cake category. Local and regional advertisers have joined national accounts in sponsoring more and more news, chiefly network cooperative programs available locally at nominal cost.

Mr. Witmer

Everything considered, the volume of advertising on the air is good and is apparently going to continue that way for some time to come. A fifth national network, Associated Broadcasting Corp., is planning to start operations with some 30 outlets in mid-September and is optimistic about its chances of getting enough business to make the venture profitable.

As material becomes available, the number of broadcasters will increase, starting probably this fall when indications are that low-power transmitters will be obtainable for local stations.

By fall of 1946, many new broadcasters, FM as well as AM, should be competing for business. Television is just around the corner, determined to become the number one postwar industry and the foremost entertainment medium. And, with increased paper allotments, newspapers and magazines will become more aggressive competitors for the advertiser's dollar. For the rest of this year, at least, the outlook for standard broadcasting is bright.

Old Goldie Homers

A HOME RUN is now an "Old Goldie" at Ebbetts Field, home grounds of the Brooklyn Dodgers. Every time a home run is hit, Red Barber, who broadcasts the Dodgers' games on WHN New York, rolls a carton of the sponsors' Old Golds down the grandstand screen. The batboy picks the carton off the screen and presents it to the batter as he crosses home plate. So now, when the score is tight and the bases full, the roar of the crowd is, "Hit an Old Goldie!"

Chicago Foresees Good Business in Fall

Choice Time Now Difficult to Obtain

By FRANK A. BROWNE

CONSENSUS in Chicago and midwestern radio circles is that fall business will be good.

A few agency men, however, feel that some advertisers now using radio have not been properly sold on the medium and will drop out when paper shortages relax. This trend will be offset by new products coming on the market and the upsurge in direct selling as soon s consumer goods are available.

From the agency standpoint, the problem is time clearance. Choice spots are hard to obtain and the stations will not promise too much for fall. At the same time agency men admit that station managers and representatives are co-operative, realizing the day is approaching when time will be available and goodwill must be preserved.

Most sponsors are reluctant to commit themselves at the present time, preferring to wait until conditions are more favorable. A few, such as Mars Candy Co., handled by Grant. Adv., Chicago, are going ahead with new network programs, even in face of sugar shortages. Food products, more especially Quaker Oats, are also going ahead. Philco Corp., has already signed for the *Breakfast Club* to start this fall and will push the sale of refrigerators.

Overdone

Some want to drop institutional commercials as soon as possible believing the institutional phase of advertising has been overdone. At the same time it is acknowledged that many companies used institutional messages merely to preserve their time segments and will continue to use radio. A few other accounts have spent tax money and could be dropped without any real harm to the overall picture.

Station representatives look forward to an upsurge in business this fall, but feel that no constructive sales work has been done in such a long time that radio may take a loss in dollar volume. One complaint is that when choice time becomes available, timebuyers are so handcuffed that when they have cleared through all channels the availability has been taken by a local merchant.

Network time is at a premium on CBS and NBC. American and Mutual still have a good deal open, but from all indications it will be taken before long. There again is apparent the feeling that some of the companies now using radio will drop out, but rather than worry about it the network men feel it is a healthy situation enabling them to offer better times to companies that have been hanging on when availabilities were scarce.

Products comparatively new, such as some of the cigarettes, will stay with radio and will continue to be successful so long as they maintain quality. Some expect heavy industrials to drop out, but on the other hand Revere Copper & Brass has just begun sponsorship of *The Human Adventure* on 115 Mutual stations. The commercials are of an institutional nature but with governmental relaxation on brass and copper, the company plans to switch to direct selling and expand its network.

Mr. McGuineas

Package Difficulties

In relation to commercials, a survey has been made by one of the Chicago agencies to find out the public's acceptance of mail order against publicity commercials. Some 5,000 inquiries were sent to homes in the midwest, with only 10% in Chicago. The results showed that two-thirds of the people had no preference, and from a return of 3,000 there were 700 who had a definite preference for mail order commercials.

Packaging difficulties have held many midwestern companies back from direct sales campaigns, although there are a few, such as breakfast foods, that have continued. Meat packers are all planning to get into radio in some degree, but there again the present shortages are a handicap. Swift & Co., Armour & Co., Illinois Meat and Wilson all want to get down to direct sales, but under present conditions are unable to make any solid plans.

All of the networks are looking to the automotive industry to get back into the picture almost immediately. An example is the *Ford Sunday Evening Hour* sought by American and Mutual. Deal hasn't been signed but with Ford back in production of civilian cars chances are that it will be in a short time. Mutual has just opened an office in Detroit to service motor companies. Without divulging definite accounts Mutual says plans are already in the stage of negotiation with several firms. However, reconversion will be a slow process and the network will move slowly.

Product Ads

According to William A. McGuineas, manager of WGN Chicago, "Institutional advertising will largely be replaced by product advertising in a direct ratio to the effective new programs developed during the transition period that is facing business in general. Retailers are trying to analyze radio as they never have before. This is demonstrated by the sale of six hours a week to Goldblatt Bros., Chicago Department Store, with programs specifically designed for the retail advertiser." Mr. McGuineas feels there will be a greater necessity in the postwar period for individual radio stations to develop talent, writers and programs tailored for great new classes of advertisers.

Officials of American Broadcasting Co., expect increased business this fall, with a possible letdown after the war. They hope new products will offset this loss. They, too, feel that institutional commercials will drop.

The American has held its income in the central division even with the same period of 1944 and expects the second half of '45 to surpass last year. American plans to expand its sales force in this area within a short time.

Harry C. Kopf, vice-president of NBC and general manager of NBC Central Division says, "With the return of consumer goods to the stores, radio fully expects to surpass its tremendously successful sales record of the past few years. The broadcasters have done a n unparalleled job of moving consumer goods under the worst possible conditions of supply. Availability o f new receivers on the market will automatically increase radio circulation, and this in turn, can be a great factor in moving other vital goods to consumers.

Mr. Shomo

"Radio's role will be more apparent when refrigerators and kindred items are in sufficient quantities to be sold from store displays rather than from customer waiting lists. Meanwhile our time sales record to mid-year indicates 1945 is running ahead of the preceding year, the record 1944."

Better Record Seen

According to Ernie Shomo, commercial manager WBBM Chicago, prospects for fall and winter business are very good. "The WBBM fall schedule is already shaping up and business in general is unusually active for this early in the season," he said.

From all indications it would seem that radio will have an even better record in the months to come than it has in the past, especially if consumer goods are made available to the public to warrant the expenditures that manufacturers have ear-marked for advertising.

NEGOTIATORS of contract for new dramatic series *Curtain Time* are (l to r): Harry Holcombe, radio dir., Grant Adv., Chicago; Ralph Ellis, Grant acct. exec.; Will Grant, agency pres.; E. R. Borroff, v-p in charge of American's Central Div.; Harold Hoben, asst. gen. mgr. of company sponsoring the series, Mars Candy Co.

Zenith's Report Shows Million & Half Profit

IN A REPORT for the fiscal year ended April 30, Zenith Radio Corp. and its wholly owned subsidiaries showed a net profit of $1,559,604, equal to $3.16 a share on the capital stock. Earnings last year were $1,788,314, or $3.63 a share. Operating profit was $6,574,902 against $6,629,882.

E. F. McDonald, president, told stockholders that earnings have not been renegotiated for the period but that substantial voluntary price reductions and refunds on war contracts have been made. He added that a line of radio receivers has been developed and should authorization be given for the manufacture of civilian radios, the corporation is now ready.

Long-Range Trend Is Favorable on Coast

Secondary Markets Draw Attention of Sponsors

By DAVID GLICKMAN

WEST COAST radio advertising picture veers from lush prospects based on 200 applicants for new factory facilities in Los Angeles alone, to the more sober opinions of agency, network, sponsor, station and representative executives.

Agency executives point out that in view of increasing war contract cancellations, coupled with cutbacks, the overall national business activity in second half of the year will show a down trend. This will be reflected in West Coast business. Civilian production will expand but not sufficiently to offset decline in war output. Retail sales will be curbed by shortages, war worker layoffs, reduced overtime pay and more cautious spending during transition period.

Reconversion a Factor

Shifting of emphasis to Japanese theater of war tends to prolong status of Coast as a military zone. Many types of civilian goods, however, will begin to reach West Coast distributors by the fourth quarter.

Pacific Coast manufacturers plan no immediate cut in their radio budgets, though some foresee lower volume and reconversion costs may cut profits. Lining up beside these are manufacturers who will be new to radio and others whose facilities have been given over entirely to war production and who will return to the air.

Consensus is that as commodities become available, institutional advertisers will move into direct selling. Some already are injecting more "sell" into their copy. Since the war has caused some breakdown in brand loyalty, advertisers will try to regain that following. Some will use transcontinental radio, supplementing it with regional network time, plus intensive spot campaigns in secondary markets.

As wartime restrictions are knocked down, the advertiser will want to try out new methods and find more economical means of conveying his message. Advertising at the moment is going full speed but there is going on a quiet reappraisal of the advertising dollar.

Back of such thinking might be a watchful attitude for income tax and other Treasury rulings. Where advertisers have been spending equivalent of a 5c dollar, they may have to spend a 75c dollar. Deeper than this is the concept that advertising-wise thinking is, and always will be, based on cost of manufactured item per case, per bottle, per can or per carton.

In the overall picture, grocery items, flour, cereals, enriched breads, improved margarines, wines, cosmetics, and pharmaceuticals are standing pat on their schedules, with liquid cleaners and some food products branching out of the West Coast into neighboring States and beyond.

Oils Active

Oil companies, consistent wartime users of radio, are devoting commercials primarily to conservation, service and "after the war" angle. Standard Oil Co., San Francisco, budget covers *Standard School Broadcast* and *Standard Symphony Hour* on NBC western stations and five-weekly commentary on Don Lee Pacific. Signal Oil Co., Los Angeles, augmented *The Whistler* on CBS with baseball on KROW Oakland and KRSC Seattle. General Petroleum Corp., Los Angeles, merged early in year with Gilmore Oil Co., sponsors half-hour *Hollywood Preview* on 12 CBS western stations.

Wilshire Oil Co., Los Angeles, continues quarter-hour *That's a Good Idea* on 5 CBS California stations. Union Oil Co., Los Angeles, maintains its radio with weekly *Michael Shayne* program on Don Lee Pacific. Richfield Oil Co., Los Angeles, on Aug. 5 renews for 14th year *Richfield Reporter* on 13 NBC western stations.

Sunset Oil Co., Los Angeles, has post-war Coast plans through Brisacher, Van Norden & Staff. Another big account, off the air since March 1942, is ready to go in California and Arizona after V-J day and may include Northwest, Utah and Nevada eventually.

General picture on grocery items shows distribution as chief problem. A few San Francisco food accounts are due for expansion into eastern markets, with non-delivery holding them back.

Safeway Stores, Oakland, Cal., for Kitchen Kraft Flour, sponsoring five-weekly *Aunt Mary* on 25 NBC western stations, on July 2 through J. Walter Thompson Co., San Francisco, placed transcribed versions on 12 Midwest stations. Others will be added. For Edwards Coffee, Safeway sponsors weekly *Night Editor* on 18 NBC western stations, through Ruthrauff & Ryan. Firm has reserved time on 9 NBC Pacific stations for program to start Aug. 13.

Coldstream Products

Coldstream Products Corp. (Sunnybank margarine), Safeway subsidiary, through McCann-Erickson sponsors weekly *Money on the Line* on 5 CBS California stations. Table Products Inc. (Nu-Made mayonnaise), subsidiary, sponsors weekly *Something New* on 9 NBC Pacific stations. Peralta Wine Co. (Monte Cristo wines), controlled by Safeway, sponsors weekly 30-minute *Count of Monte Cristo* on 39 Don Lee Pacific stations, plus spots, through Foote, Cone & Belding.

Hunt Bros., San Francisco (canned foods), is basing schedules on an intensive market and consumer research survey by Young & Rubicam. Hunt sponsors *I Was There* on 12 CBS western stations.

Scudder Food Products, Monterey Park, Cal., is using announcements on seven stations in Long Beach, San Diego and San Bernardino. Frontier Foods, Phoenix (potato chips), may use Arizona net. Rose Peanut Butter and Ritchie Peanuts may go into Northwest. Rosefield Packing Co., Alameda, Cal. (Skippy peanut butter), has half-hour transcribed series, *Skippy Hollywood Radio Theatre*, as part of campaign. Firm has product in more than a score of western States, recently moved into the East.

Consistent User

Planters Nut & Chocolate Co., San Francisco, is consistent user of West Coast radio with thrice-weekly commentator on 6 CBS stations weekly *Adventures of Bill Lance* on 13 CBS stations, Elmer Peterson news four-weekly on 8 NBC Pacific stations, spots on secondary stations. With account shifting to Raymond R. Morgan Co., Hollywood, radio budget may be increased.

Southwest Products Co., Long Beach, Cal. (Dude Ranch waffle aid, preserves), is adding quarter-hour program in Spokane to Seat-

(*Continued on page 62*)

San Francisco Expects Record Growth

Revitalized Programs, New Names Sought By Net Clients

By EDWARD MURPHY

SPONSORS, network affiliates and independents are optimistic about the future in San Francisco and environs. They feel that the greatest period of growth is still ahead for the radio industry. Actual plans are rare, though everyone speaks of expansion and development.

In San Francisco three network affiliates KPO-NBC, KGO-American and KFRC-MBS speak in terms of West Coast prosperity. Advertising men are not making much noise about the future but it is expected they will raise their voices as soon as they see that there is a chance to accomplish their aim.

When the Pacific war ends, there will be a change in network shows. Sponsors are looking for new names and revitalized formats. Summer network replacements illustrate a frantic search for something new in radio shows as a relief to war-jaded programming. More and more sponsors are buying their own programs and talent instead of taking agency or network productions and have changed their thinking to postwar, planning shows to fit harder selling requirements.

What Has Helped

The war has helped advertising—particularly radio. Coast webs and independents have made good gains each year since 1941 but affiliates have not gained proportionately, because of network preemption of time. Local independents have made sensational gains.

Except for advertisers eliminated completely by the war, all sponsors are using larger schedules realizing the value of keeping names alive. Even in cases of shortages, most of them suggest, "keep trying in case your dealer is out at the moment." Few sponsors have new products ready. Consequently, agencies are still in research stages.

In Oakland, according to Philip G. Lasky, general manager of KROW, radio advertising during the war period has kept pace with the rest of the country. While advertising billing was up, copy themes were largely institutional except for retail service establishments which had merchandise and service for sale. Now, however, business people feel there will be more goods available for distribution by the end of the year, hence it is expected the fall and winter copy will take a more definite slant.

The West Coast, especially San Francisco and Oakland—the latter is the official military port of embarkation—is and will be the scene of increased war activity in view of the stepped-up pressure against the Japs. Consequently it is not expected that the transition to postwar thinking will be as rapid as in other parts of the country.

Shipyards and other war plants are still supplying war goods and people are still war-minded, but the national news that automobiles may go into production and that other consumer goods will soon be made has encouraged businessmen

(*Continued on page 23*)

Heavy Demand for Time Is Found in Canada

Supply Shortages Fail to Deter Advertisers

By JAMES MONTAGNES

NEARLY six years of wartime radio finds Canadian stations with less and less time available for sponsorship. Prospects for the fall and winter of 1945 look good to station owners, very difficult for agency executives and advertisers who want choice time spots. As one Canadian station owner pointed out: "It's still a seller's market. Canadian stations are having too much prosperity for their own good."

This autumn there likely will be little more competitive selling in the commercials on most Canadian programs. Shortages still exist, civilian production has not yet started, and rationing is tighter in many lines. Food advertisers, as an example, will continue their institutional type of commercials, for labor supply is still tight in the canning industry, sugar allotments have been cut and meat rationing looms.

Looking for Time

This does not mean there will not be some expansion of Canadian commercial radio programs. Many advertisers are looking for more time on the air, especially where they are assured of sufficient supplies to meet demands. Advertisers who have been on the air regularly for a number of years hope to obtain some good time spots on stations throughout Canada.

Stations in the larger centers have fewest availabilities, some having no time for sale. Evening network periods on regional or national networks, all controlled by the Canadian Broadcasting Corp., are most difficult to obtain, agency men say. Daytime programs on the CBC Trans-Canada chain fill most of the desired hours, and advertisers are now looking to daytime programs on the CBC Dominion network, which so far is still an evening network but may carry a limited number of daytime commercial and sustaining shows this fall and winter.

Practically every advertiser who has used radio in the past few years will continue. Many who have had to curtail or eliminate their radio advertising for lack of goods to sell are considering returning to radio this autumn. And practically every agency contacted for this survey told of one or more new advertisers who have never before used radio or only dabbled with radio, now seriously considering broadcasting for the forthcoming season's advertising.

Broadcasting in Canada is now a recognized advertising medium, the job done by stations during the war years for commercial advertisers as well as government agencies on paid programs having demonstrated the pulling power of radio.

Inquiries From States

Because many large advertising accounts on Canadian stations originate in the United States at head offices of industries having branch manufacturing or distributing plants in Canada, radio stations and agencies in the Dominion are not yet certain how many of the big pre-war advertisers—automotive, refrigerator, electrical appliance, etc.—will use Canadian stations this autumn. Some inquiries have been received, but nothing definite has yet been settled for such pre-war advertisers.

New advertisers have made many inquiries for time on Canadian stations, but in few cases would agencies mention their names. Some Canadian financial and insurance companies, it is learned, are planning on going on the air if they can find suitable time and adequate programs for the institutional types of programs they want to air.

Advertisers who have been using institutional programs featuring dramatic episodes in the life of Canada's armed services, are now looking for new programs. These shows were in most cases carried on in conjunction with recruiting campaigns. The advertisers who used this type of network campaign however, will go on the air again this fall, with harder-hitting commercial copy since civilian production on their products is expected to start this autumn.

The Canadian government has been a big advertiser on radio during the war years, and from current expectations, will continue much of the radio fare this autumn and winter. Thus Victory Loan drives in the fall and spring of 1946 will use paid radio advertising as before. The Wartime Prices & Trade Board is expected to continue its daytime serial *Soldier's Wife*, and other government departments are expected to use paid radio time to make announcements of changes in wartime regulations, elimination of wartime controls, recruiting farm labor, announcing new social legislation measures, and other goverment news, just as they have during the war years. There is expected little slackening in the use of such time. All these campaigns are placed through regular advertising agencies.

More Discs Seen

With network time tight on both national networks, more transcriptions are expected to be used this fall. Advertisers are using live shows in main centers and recording these musical and dramatic shows for use in other parts of the Dominion at the most suitable times available. Importers of American transcribed programs are busier than usual, they report, auditioning and selling shows to advertisers for fall use on spot campaigns. More American transcribed programs are now being imported into Canada than at any time in the past.

While Canadian radio advertising will reach record figures this fall, it is thought in advertising circles, that as soon as government wartime controls are lifted on the amount of advertising that may be claimed on excess profits and income taxation, even more advertising by Canadian companies can be expected.

Controls which limit the amount of advertising which may be claimed under taxation measures, as compared to pre-war advertising expenditures, still deter many advertisers from using greater advertising appropriations. Government taxation relief has been promised in the recent federal election, and advertisers look to some relief on advertising appropriation claims.

Generally speaking, Canadian radio expects its biggest autumn advertising billing, and amount being spent on radio, on the upward curve for the past seven years, now is about 25% of Canada's advertising appropriations. Canadian stations look for a continuation of the prosperity graph during the coming season.

San Francisco

(*Continued from page 22*)

and they are looking forward to more aggressive selling this fall and winter.

Opinions regarding news airings after the war are at variance. John W. Elwood, manager of KPO-NBC, declared:

"We don't share the view that interest in news broadcasts will die on the day that Japan falls. There will be a natural drop in news program ratings for a short period after the victory but the curve will go upward again. The public has become more selective about its news and commentary listening can be expected to grow more selective as the Japanese war ends." He believes conversion on the Coast will be gradual, with no back-log of merchandise even if some still exists now.

Commenting on post-war news broadcasts Emil Brisacher, of Brisacher, Van Norden & Staff, declared:

"Sponsors are getting jittery on news and commentary programs and after the Japanese war is ended many newscasters and commentators will nose-dive into obscurity. News will hold the place it used to before the war, but news on the hour and half-hour will go."

Mr. Brisacher believes programs will move toward straight entertainment. Many of his agency's clients, he said, are preparing to shoot their advertising of all kinds sharply upwards. Spot announcements, he said, will continue but must be improved, adding that the "nuisance value" type—the kind whose backers boast that they stay in listeners' memories if only because they irritate—will be definitely out. Singing commercials, of an appealing kind, will stay, he believes.

A Selling Job

Selling will be radio's big task, according to Jane Sullivan, time-buyer for Ruthrauff & Ryan.

"For instance," she said, "railroads will go back to selling travel in place of present admonitions not to travel. This does not mean more money will be spent, since most such clients are now doing institutional advertising and simply will shift emphasis in their copy."

Lowell Mainland, of J. Walter Thompson Co., said his clients will spend about as much as they have been and will stick to about the same type of programs. He doesn't believe the public's taste will change suddenly with peace. Reconversion on the Coast, he predicted, will be slower, hence there will be no splurge or "shoot the works" by clients.

Ray Rogers, of Ruthrauff & Ryan, said:

"If networks can provide time, sponsors will spend still more money during the coming winter and autumn months. Advertisers on radio as elsewhere are doing and will continue to do a war job but will not be "do-gooders" after Japan is defeated. Some public drives will be carried over, but most sponsors will go back to straight selling."

ALBERT E. STEPHAN, former clerk of the Senate Interstate Commerce Committee and afterward FCC attorney, has joined the law firm of Grosscup, Ambler & Stephan in Seattle. He recently returned from Naval service and specialized in practice before FCC and other Federal and state administrative agencies.

first place

Ad execs voting in BILLBOARD's 8th Annual Radio Station Promotion Survey selected WDNC, Durham, N. C., first for over-all job among all local channel network affiliates. WOR, WEEI, WEAF were among winners in other divisions.

Billboard

said: "WDNC won first place with one of best stunts yet . . . sent time-buyers leaf tobacco . . . popular brand cigarettes. Locally, station used every promotional facility available: newspapers, give-aways, car card, outdoor, dealer promotion."

promotion tab

Credit for WDNC's prize-winning promotion goes to station's programs and market. Pride made us tell our listeners about them: Top CBS commercials, home-flavored local shows, UP AP, World Wide News.

Durham

And with this ready-made markety story, we just had to tell ad-world about Durham: 3rd largest city in nation's 11th largest state. (Durham city-county pop. 100,000.) 2nd city in N. C. retail & drug sales. Makes 25% nation's cigarettes. Educational and medical center of the South.

W D N C

OWNED BY
DURHAM HERALD-SUN
NEWSPAPERS

REPRESENTED BY HOWARD H. WILSON CO.

FCC Will Restore Full Power Oct. 1

WPB Advises Parts Available; Order 107 is Revoked

EFFECTIVE Oct. 1 all stations will revert to full operating power, under an order adopted last week by FCC. A testing period beginning Sept. 1 was authorized, that transmitting operations may be conducted with full operating power during daytime hours only.

On Nov. 6, 1942, at the request of the Board of War Communications, the FCC adopted Order 107, suspending provisions of Sec. 3.52 of the Commission's Rules & Regulations and requiring the decrease of radiated power by one decibel by all standard stations to prolong the life of transmitting equipment.

War Production Board has advised the Commission, however, that repair parts for transmitters are now generally available and that no difficulty will be encountered in restoring transmitters to full power operation. Under Order 107 the radiated power of all stations was reduced approximately 20%. Stations of 250 w have been operating with 198 w; those of 1 kw on 800 w and 50 kw with 40 kw.

Text of Order

Following is text of Order 107-A, dated July 10:

At a session of the FCC held at its offices in Washington on the 10th day of July 1945;

WHEREAS the Commission on Nov. 6, 1942, at the request of the Board of War Communications adopted Order No. 107 suspending the provisions of Sec. 3.52 of the Commission's Rules & Regulations and requiring the readjustment of standard broadcast transmitters by decreasing the radiated power by one decibel in order to prolong the life of the transmitting equipment, and

IT NOW APPEARING that the War Production Board has advised that repair parts for transmitters are now generally available and that no difficulty will be encountered in restoring transmitters to full power operation, and

IT FURTHER APPEARING that the operation of standard broadcast stations with full power is in the public interest, and that an opportunity should be afforded for making the necessary readjustments and tests to return to normal operating practices.

NOW, THEREFORE, IT IS HEREBY ORDERED:

That on and after Sept. 1, 1945, at the option of the licensee, transmitting operations may be conducted with full operating power during daytime hours only, and that on and after Oct. 1, 1945 Order No. 107 shall be revoked, and all licensees shall be required to operate in accordance with the provisions of Sec. 3.52 of the Rules & Regulations.

WFBL Awards

BEFORE going off the air for the summer, *Edwards Juvenile Hour* on WFBL Syracuse presented annual awards. A silver loving cup for the most talented performer under seven years went to F. Paul Senise, 5, tap dancer. Prize of $100 music scholarship for most talented musician was awarded Sylvia Biorn-Hansen, 16, pianist. WFBL loving cup for best radio singer was awarded Phillip Lambrinos, 15.

Huh?

WHEN Murray Fischer went to WCAE Pittsburgh from WCHS Charleston, W. Va., he was a normal, contented man. But now . . . ! First the station told him he couldn't use the name Fischer because there was already an announcer named Fisher—Paul Fisher—on WCAE. OK, said Murray Fischer, I'll use Murray. Oh no, said WCAE, that would confuse things with John Murray. Fischer suggested Trent, his wife's maiden name. But we have a guy named Trent, bantered WCAE, but he is really John Murray, who changed *his* name when *he* arrived because there was already someone at WCAE named Murray. Understand it all now? If you do, you're one up on us. Incidentally, Murray Fischer is now Steve Saunders.

Improved CBS Analyzer Handles 100 at a Time

"BIG ANNIE," a new program analyzer made by CBS Research Dept. to record the likes and dislikes of over 100 listeners at once, is now in operation. Although it is essentially the same as its predecessors in measuring audience reaction it registers the opinion of ten times more people.

The analyzer also reports total reactions at second-by-second intervals during a broadcast, whereas others recorded individual opinion from which the group reactions could later be computed. "Big Annie' will supplement the smaller machines in future CBS research. It also will be used in auditions to determine prospective audience reaction.

Nielson Co. Expands

A. C. NIELSON CO., Chicago market research, is planning nationwide operation. Under setup for which priorities for equipment manufacture have been received, the company would be able to provide a coast to coast sample, with the exception of the New England states. Mr. Nielson is going to the West Coast August 1 to interest talent in the Nielson Radio Index. The company has acquired three new accounts, Carnation Milk, *Readers' Digest* and Honig-Cooper.

Navy Contract to Detrola

DETROLA radio division of International Detrola Corp. has received a Navy contract to build 40,000 small receiving sets. The receiver is a modification of a five-tube postwar model adapted to tropical conditions, and is expected to be sold at cost, for recreational use, through navy ship and shore stores.

WCOP BLANKETS BOSTON WITH BLUE BALLYHOO!

WCOP joined the Blue network on June 15 with a publicity and advertising campaign that Boston won't soon forget!

FIRST BLAST . . . in the newspapers

750-line ads ran in all Boston metropolitan papers on June 14, 15, 16, and 17 to tell the world that WCOP was the new Blue Network Station . . . with complete listing of top network and local programs.

33 Suburban Dailies and Weeklies carried the same message to every corner of Greater Boston.

Other ads were run on June 4, 20, 21 and will continue.

THEN . . . all over town

500 Car Cards on subway and elevated lines of the Rapid Transit System . . . Dashers on Surface Cars in the suburban area spread the news . . . with headline programs. Outdoor painted boards throughout the area.

Window Cards popped into 5,000 windows.
Window displays featured Blue Network advertisers in drug stores.
Restaurant Tent Cards appeared in Boston's top dining spots.

Hotel Lobby Displays caught more eyes.

Fliers for School Kids pictured their favorite Blue Network programs . . . and were distributed throughout the Metropolitan Boston area.

Jumbo Postals went to 1500 Grocers and Druggists — to merchandise the wares of Blue Network advertisers.

Press parties and special breakfasts clinched the impact!

AND all over the country . . .

Mail pieces to advertisers and agencies . . . and full page ads in the eleven advertising and radio journals spread the news.

BIGGEST OF ALL . . . on the air!

WCOP's New-Blue affiliation was trumpeted to Boston and the nation by special ace broadcasts and top stars:

THE PHILCO HALL OF FAME originated its network broadcast in Boston on Sunday, June 17, from Symphony Hall. Tickets were offered the public through WCOP announcements. A four-page program, listing Blue Network and WCOP shows, was distributed to the 3,000 persons who jammed the hall.

THE SAME NIGHT, from 11:30 to midnight, WCOP saluted the Blue with a special half-hour musical program featuring its own talent.

GUY LOMBARDO and his entire organization key-noted the welcome of WCOP into the Blue on June 15 with an exclusive quarter-hour show direct from New York.

PAUL WHITEMAN, in Boston for the Philco show, participated in a special salute to WCOP, broadcast from the Boston Tub-Thumpers Dinner on June 15. The Tub Thumpers are 101 newspaper, radio and theatrical publicity men, who joined in this special greeting to WCOP's new Blue affiliation.

TOM BRENEMAN and **"BREAKFAST IN HOLLYWOOD"** celebrated the occasion with the selection of *Boston's Good Neighbor*. Nominations were opened over WCOP on May 27. The famous Breneman orchid went to the winner — and a wishing-ring to her nominator.

HUM AND STRUM, famous duo on an outstanding WCOP local program, offer daily a G.I. Information Booklet — which is mailed with an inserted Listeners Guide for Blue Network and WCOP shows.

SPECIAL shows beat the drum to break the news of WCOP's new Blue affiliation

GREAT shows beat the advertisers' drum in Boston every day over WCOP

YOU'RE IN GOOD COMPANY
in this line-up of Blue Network and WCOP shows:

Andrew Sisters
Mary Small
Charlotte Greenwood
Radio Hall of Fame
Drew Pearson
Quiz Kids
Borden Show
Walter Winchell
Hollywood Mystery Time
Jimmie Fidler
Hum and Strum
Breakfast Club
Food is Fun
My True Story
Hymns Of All Churches
Breakfast In Hollywood
Glamour Manor
Girl About Town
Ladies Be Seated
Time Views The News
Ted Malone
Terry and the Pirates
Dick Tracy

Jack Armstrong
Captain Midnight
Bethlehem News Roundup
Raymond Swing
Coronet Story Teller
Lone Ranger
Lum and Abner
Blind Date
Major North
Death Valley Sheriff
Alan Young Show
Guy Lombardo
Friendship Ranch
Ice Box Follies
America's Town Meeting
March of Time
This is Your FBI
Famous Jury Trials
Leland Stowe
Meet Your Navy
Early American Dance Music
Boston Pops
Virginia Dwyer Interviews

WCOP Boston

American
BROADCASTING COMPANY

OWI PACKET, WEEK AUG. 6

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 6. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for these war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	Trans.
Home Canning	--	X	X	X	X	--	--
Hold Prices Down	--	--	--	--	--	--	X
Cadet Nurses	--	--	X	--	X	--	--
Play Square With Meat	X	--	--	--	--	--	--
Crop Corps	--	X	X	X	X	--	--
Merchant Marine	X	--	--	--	--	--	--
Car Conservation	--	--	--	--	--	X	--
Enemy Japan	X	--	--	--	--	--	--

See OWI Schedule of War Message 172 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

PLEA FOR LENIENCY ON WOKO CASE LATE

RESOLUTION urging the FCC to reconsider its order terminating the license of WOKO Albany, N. Y., adopted by the Albany Chamber of Commerce Board of Directors, came too late for consideration by the FCC. Resolution was passed June 26 after the FCC ruling had been appealed to the U. S. Court of Appeals for the District of Columbia [BROADCASTING, May 7, 28].

Signed by Charles H. Touhey, president; John Boyd Thacher 2d, first vice-president, and 15 other Board members, the resolution asked the Commission to reconsider its decision "in the light of the meritorious public service rendered" by WOKO "over a long period of years to the people of Albany and the Capital district." The Chamber did not condone the violation of FCC regulations, but called for a "lesser penalty than a complete loss of business by the present ownership".

FCC advised the Albany business group that its decision was final and that case is now pending on appeal. With the Court in summer recess, briefs are to be filed in September after which hearing will be set. Meantime WOKO is operating under special temporary authorization, pending the appeal. WOKO originally was ordered deleted as of 3 a.m. May 31 when the Commission found that Sam Pickard, former Commissioner and one-time CBS vice-president now overseas with the Red Cross, held a hidden ownership in the station.

WOV Increase

FINANCIAL report of WOV New York shows an increase of 16% for the first six months of 1945 over a similar period of 1944, according to Ralph W. Weil, general manager. Financial status of the station for June 1945 has improved 51% over June 1944, making the past month the largest in the history of the station, Mr. Weil revealed. Rise is attributed to the fact that Italian sponsors have recently taken over English programs in addition to Italian broadcasts on the station.

British Elections Show Radio Power

Medium Far Outweighs Press As Information Source

POTENCY of radio as a political and propaganda instrument was demonstrated in Britain during the national election, which found radio far outweighing the press as a source of information.

Radio's part in the election also has stirred anew demands of British advertisers for commercial radio, particularly as a means to maintain their place in international trade. In defense of the present system, it is felt that radio's demonstrated power in the election justifies a non-partisan controlling unit such as the BBC, which attempted to allocate time for political speeches on an equal basis.

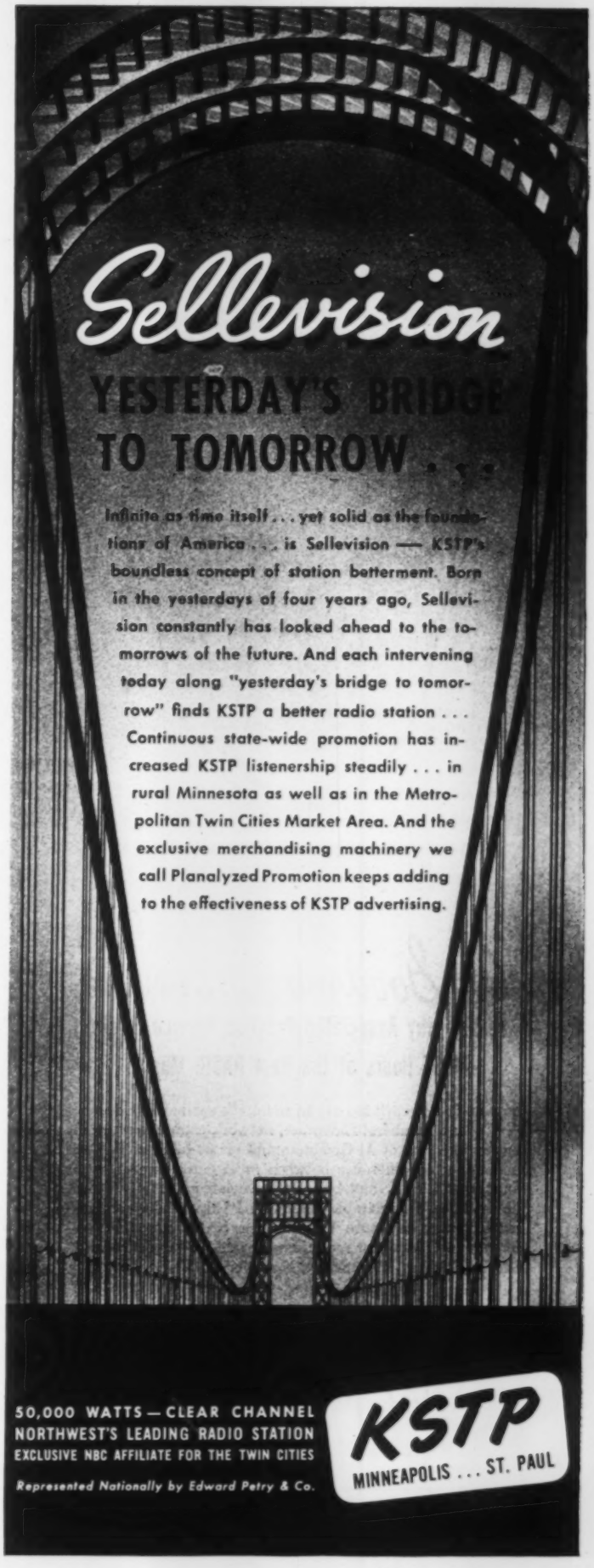
A Political Tool

As a propaganda tool radio has been recognized by those connected with its use in the war, but as a political tool it was demonstrated to the common man in Britain for the first time. In the last national election of a decade ago radio had not reached maturity.

That radio is the most potent propaganda instrument of the war in confirmed by newspaper sales, which were disappointing. To meet anticipated election demands, newspapers were given a 10% increase in newsprint. Despite the cry for larger and more newspapers during the acute war shortage, the 10% increase was not absorbed and many newspapers went unsold.

As a result, many papers increased their sport sections and managed to sell at the expense of their electioneering rivals. Newspapers themselves have admitted radio's power. The *Glasgow Herald* stated: "This is the first General Election in which radio has played a full part and it would seem probable that the public has not yet realized the importance of the fact."

Sponsors, who would like very much to get programs on the air, are in no doubt as to the value of radio. Newspaper publishers regard this latest demonstration as the biggest challenge to date.


Sellevision
YESTERDAY'S BRIDGE
TO TOMORROW . . .
Infinite as time itself . . . yet solid as the foundations of America . . . is Sellevision — KSTP's boundless concept of station betterment. Born in the yesterdays of four years ago, Sellevision constantly has looked ahead to the tomorrows of the future. And each intervening today along "yesterday's bridge to tomorrow" finds KSTP a better radio station . . . Continuous state-wide promotion has increased KSTP listenership steadily . . . in rural Minnesota as well as in the Metropolitan Twin Cities Market Area. And the exclusive merchandising machinery we call Planalyzed Promotion keeps adding to the effectiveness of KSTP advertising.
50,000 WATTS — CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co.
KSTP
MINNEAPOLIS . . . ST. PAUL

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!

One of radio's best and busiest maestros... with "time off" to lead his 33 ace musicians in 36 selections for Associated. More coming!

Al Goodman... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

How do *you* spell B-I-G? In radio, it's spelled with names—and numbers! Elaborate, network-calibre *production music*, like that of Al Goodman and his 33-piece orchestra, make the big difference between *radio* entertainment and any other kind... *and* between Associated and any other library! The incomparable quality of APS high fidelity *vertical-cut* recording and pure Vinylite discs makes a terrific difference too. Write for more facts now. Associated Program Service, 25 West 45th Street, New York 19.

Associated Program Service

A Plus for AM... A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

PROPOSED FM RULES & REGULATIONS

TEXT of the FCC's proposed Rules & Regulations governing FM, on which hearing will be held at 10:30 a.m. July 23, follows:

WHEREAS, the Commission on June 27, 1945, issued its final report allocating frequencies for FM broadcasting;

WHEREAS, it is desirable that rules and regulations and standards of good engineering practice concerning FM broadcasting should be promulgated as soon as possible; and

WHEREAS, the Commission has heretofore called an informal engineering conference for the purpose of discussing technical matters involved in standards of good engineering practice for FM broadcasting.

NOW, therefore, it is ordered, This 10th day of July, 1945, that a hearing be held before the Commission **en banc** beginning at 10:30 a. m., July 23, 1945, for the purpose of considering the promulgation of rules and regulations and standards of good engineering practice concerning FM broadcasting. Persons desiring to appear at that hearing should file an appearance with the Commission on or before July 19 indicating the name of the person who will appear, the subject matter concerning which he will testify, and the length of time desired. Any person desiring to file a brief should file 25 copies with the Commission on or before July 19, 1945.

Principal Subjects

In order to give scope and direction to the hearing, set forth below is the substance of suggested rules and regulations concerning the principal subjects to be considered by the Commission. Persons appearing at the hearing should address themselves to these suggested regulations and should indicate with particularity any objection they have to the regulations and any specific suggestions they have for any change in, or alternative to, regulations.

The suggested regulations are as follows:

(1) **Minimum Operating Schedule**—All FM stations will be licensed for unlimited time operation and initially will be required to operate a minimum of 6 hours per day.

(2) **Program Duplication**—FM stations shall devote a minimum of one hour each day during the period 8:00 a. m. to 6:00 p. m. and one hour each day during the period 6 p. m. to 11:00 p. m. to programs not duplicated simultaneously in the same area by any standard broadcast station or by any FM station. During these two one-hour periods a service utilizing the full fidelity capability of the FM station shall be rendered.

(3) **Multiple Ownership**—(a) No person (including all persons under common control)[1] shall, directly or indirectly, own, operate, or control more than one FM broadcast station that would serve substantially the same service area as another FM broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; provided, however, that the Commission will consider the ownership, operation, or control of more than six FM broadcast stations to constitute the concentration of control of FM broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Common Control

(4) **Ownership of FM Stations by Licensees of AM Stations**—Licensees of AM stations on appropriate application may be permitted to operate FM stations. Comment is invited whether the Commission should adopt a regulation that in the future when FM becomes an established competitive service with AM, no person or persons under common control will be permitted to own, operate or control, directly or indirectly, more than one AM or FM station serving substantially the same service area.

(5) **Network Regulations**—Regulations 3.101-3.108 which are presently applicable to standard broadcast stations only shall also be applicable to FM stations.

(6) **Use of Common Antenna Sites**—Wherever it is shown that the antenna site of a licensee or applicant is peculiarly suitable for FM broadcasting in a particular area and that there is no other comparable site available in the area, such licensee or applicant as a condition of being issued a license or renewal of license shall be required to make the use of his antenna site available to other FM licensees upon the payment of a reasonable rental and upon a showing that the shared use of the antenna site will permit satisfactory operation of all stations concerned.

(7) **Booster Stations**—Comment is requested concerning the extent to which the Commission should authorize or require the use of booster stations.

(8) **Reservation of 20 Channels**—The Commission indicated in its report of May 25, 1945, that 20 FM channels may be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated. Comment is invited concerning the rules and regulations which should be adopted in this matter.

(9) **Facsimile Broadcasting and Multiplex Transmission**—Transmission of simplex facsimile on FM channels in accordance with the Commission's Standards of Good Engineering Practice on facsimile may be permitted, upon application to the Commission, during hours not required to be devoted to FM aural broadcasting. The Commission may grant experimental authority to an FM station for the multiplex transmission of facsimile and aural broadcast programs, provided that the facsimile transmission is incidental to the aural broadcast, does not reduce the quality of the aural program, and that a filter or other additional equipment is not required for receivers not equipped for facsimile service.

Division of Channels

(10) **Allocation Plan**—The 70 channels available for FM broadcasting shall be divided as follows:

(a) **Community Stations**—A community station is designed to render service to small cities or to communities located in a metropolitan district or adjacent to a metropolitan district. Community stations will be limited to a maximum radiated power of 50 w and a maximum antenna height of 250 feet over the average height of the 1000 uv/m contour. Upon a proper showing that an antenna height in excess of 250 feet is necessary, authorization will be issued for such higher antenna but the Commission may in such cases require a reduction in radiated power.

The 1000 uv/m contour of a community station, which is located in a community within a metropolitan district, shall not include the business district of the principal city. A minimum separation of 50 miles will be provided in the case of community stations on the same channel and a minimum of 25 miles on adjacent channels. Insofar as possible, community stations will be allocated on the basis of multiples of these distances with the maximum separation possible.

The main studio shall be located in the city or town served and transmitters shall be located as near the center of the city as practicable. The following 10 frequencies will be allocated for these community stations (megacycles):

92.1	93.1
92.3	93.3
92.5	93.5
92.7	93.7
92.9	93.9*

(*This frequency will not be assigned within metropolitan districts or within communities near a principal city.)

(b) **Metropolitan Stations**—Metropolitan stations are designed to render service to a single metropolitan district or principal city, and to the rural area surrounding such metropolitan district or principal city. The main studio of metropolitan stations shall be located in the principal city served. Metropolitan stations must place a 20 uv/m signal on

(*Continued on page 34*)

[1] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

"Sorry, Chester Bowles, We're Guilty!"

Yes, despite the shortage of pork, we admit that $4,000 is a violation of price ceilings (even for a Nebraska pig). You get the "point", Chester?

You see, this particular Nebraska pig was actually sold for $4,000 in War Bonds during the big KFAB sponsored "Bushels of Bonds" auctions on May 19th. The above scene is typical of the 51 community auctions held simultaneously throughout the KFAB territory to "spark" the sale of *Series E Bonds* for the Seventh War Loan.

Quarter-hour community interviews over KFAB, loyal cooperation of the local newspapers, the enthusiastic support of leading merchants—all of these were knit together by KFAB to sell more than 2 million dollars of *Series "E" Bonds.*

Yes—these "Bushels of Bonds" auctions penetrated into the very hearts of the rural communities that make up KFAB's listening audience. If you are interested in this 200 county coverage, let THE BIG FARMER STATION carry your message to its 340,000 listening families.

"The **BIG** Farmer of the Central States"

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

WEAF Signs With BMB as First NBC Key Station to Join Measurement Plan

WEAF NEW YORK, key station of NBC, last week became a subscriber to Broadcast Measurement Bureau, industry station audience measurement organization. It is the first NBC owned and operated station to sign with BMB.

William S. Hedges, NBC vice-president in charge of stations, said: "We have signed with BMB for the key station of our network as an expression of our desire to cooperate with the rest of the industry in its effort to establish a standard form of circulation measurement."

Previous failure of NBC to join BMB for any of the stations owned by the network had occasioned criticism that NBC was holding off through discrimination to endorse a method of circulation measurement which had been developed by CBS. John Churchill, who as research director of CBS had guided the conduct of several surveys along the same lines as those proposed by BMB, is now director of research for BMB.

Other Network Subscribers

CBS owned and operated stations which have signed with BMB are: WEEI Boston, WABC New York, WCCO Minneapolis, KMOX St. Louis, KNX Los Angeles. WBBM Chicago and WTOP Washington have not as yet signed, nor has WBT Charlotte, whose sale by CBS to Jefferson Standard Life Insurance Co. is now awaiting FCC approval. KQW San Francisco, which CBS will purchase from the Brunton brothers, FCC permitting, has signed up.

All four stations owned by American are BMB subscribers: WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles. Mutual owns no stations, but the stockholder stations which own the network include the following BMB subscribers: Yankee Network's WICC Bridgeport, WHTD Hartford, WNAC Boston, WAAB Worcester, WEAN Providence; United Broadcasting Co.'s WHK Cleveland, WHKC Columbus and WHKK Akron; Don Lee Broadcasting System's KHJ Los Angeles, KFRC San Francisco; CKLW Windsor-Detroit; WGN Chicago; WIP Philadelphia.

BMB station roster now includes 117 American affiliates, 99 CBS, 159 Mutual and 92 NBC outlets, as well as 74 non-affiliates.

NATIONAL INSTITUTE for Human Relations has awarded CBS star Kate Smith a citation "in recognition of her tireless work in fostering better understanding between people of the world", and for her qualities as a leader in spreading the American ideals of tolerance.

Local Is Granted State College, Pa.

A NEW local station for State College, Pa., was granted conditionally by the FCC last week and applications of two aspirants for local outlets in Martinsburg, W. Va., were designated for consolidated hearing on three issues. Application of WCNC Elizabeth City, N. C., to move to Norfolk, Va., was designated for hearing.

Finding that State College is without primary service day or night, the Commission granted a construction permit to Centre Broadcasters Inc., contingent upon clearance by War Production Board and that applicant is in position to complete all construction necessary within a reasonable period. Facilities are 1450 kc with 250 w unlimited time.

Officers and stockholders of Centre Broadcasters are Richard J. Kennard, president, for 15 years a partner in Aikens, Kennard & Mateer, operators of the State College Hotel; H. Melvin Himes, vice-president, manager of the Nittany Printing Co., publishers of the *Centre Times*, State College and Bellefonte, and William K. Ulerich, secretary-treasurer, editor of the *Times*. Each holds 33 1/3%.

Designated for consolidated hearing Aug. 23 are applications of Richard Field Lewis Jr., licensee of WINC Winchester, Va., and Grant Pollock, WINC commercial manager, doing business as Berkeley Broadcasting Co., and C. M. Zinn, salesman-collector for Neuman Ice Cream Co., Winchester, and C. Leslie Golliday, formerly with WORK York, Pa. and more recently announcer at WINC, doing business as Martinsburg Broadcasting Co. Each applicant seeks 1340 kc with 250 w unlimited. Mr. Lewis also is 50% owner of WFVA Fredericksburg, Va.

Issues are (1) to determine qualifications of applicants; (2) to determine areas which would gain primary service through new station and what services are now available; (3) to determine type of program service proposed and whether it will meet requirements of populations proposed to be served.

OIL in KFDM'S area means mass employment — permanent employment. You can't think of oil refining, synthetic rubber, oil field tool manufacturing without considering the steady income it creates. OIL is only one of many industries contributing to KFDM'S 585 million dollar *effective buying income market.*

BLUE NETWORK
AMERICAN BROADCASTING CO., INC
KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE "MAGNETIZED SABINE AREA

"Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

BUY MORE WAR BONDS

ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the first of a series of advertisements which will show that RCA engineers developed the basic essentials of the electronic television system — *including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers—the first commercial television station — established the first television relay system — presented the first electronic theatre television — was the first to televise a baseball game, and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

1. THE ICONOSCOPE

PRACTICAL TELEVISION began when television became all-electronic. ALL-electronic television began with the RCA Iconoscope.

The desirable possibility of displacing mechanical scanners by an all-electronic system was recognized very early. However, a practical electronic television pick-up device required a sensitivity that no ordinary tube possessed.

The Iconoscope, developed by Dr. V. K. Zworykin, Associate Director of RCA Laboratories, was the first electron tube to answer this need. By utilizing the now famous "storage principle," in which energy is stored up between successive scannings, the Iconoscope made electronic television a reality.

Under the direction of Dr. Zworykin, RCA engineers have brought the Iconoscope to its present high degree of perfection.

The Fountainhead of Modern Tube Development Is RCA

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Rules

(*Continued from page 30*)

the outer boundary of the service area determined for the district or area in question.

The first service area will be determined by the Commission for the first station licensee in the area in question, and all additional stations must serve the same area as the first station unless an adequate showing is made that a different area is proper, in which case all stations will be required to adjust their service areas accordingly. In determining service areas, the Commission will give consideration to trade areas,[2] terrain, population distribution, economics and other pertinent factors.

In addition to the foregoing service area for metropolitan stations, the Commission will, upon appropriate application, designate extended service areas which metropolitan stations may be authorized to serve.

In determining the boundaries of these extended service areas a showing will be required that the service area added does not contain any metropolitan district or principal city and is predominantly rural in character; that no interference will be caused to the service area of existing stations or that if such interference will result the need for service of the population proposed to be served outweighs the needs of those who will lose service; and that competition will not be impaired by a grant of the application.

Other licensees of metropolitan stations in the same area will not be required to serve this extended service area, but will be required to serve the entire extended service area if they desire to serve any part of it.

The frequencies which will be available for assignment to metropolitan stations are as follows (megacycles):

94.1	96.1	98.1	100.1	102.1
94.3	96.3	98.3	100.3	102.3
94.5	96.5	98.5	100.5	102.5
94.7	96.7	98.7	100.7	102.7
94.9	96.9	98.9	100.9	102.9
95.1	97.1	99.1	101.1	103.1
95.3	97.3	99.3	101.3	103.3
95.5	97.5	99.5	101.5	103.5
95.7	97.7	99.7	101.7	103.7
95.9	97.9	99.9	101.9	103.9

(c) **Rural Stations**—A rural station is designed to render service to wide rural areas[3] which cannot be served by a metropolitan station. Rural stations shall not be permitted to render a signal of 500 uv/m or better in any metropolitan district unless a proper showing is made to the Commission that due to considerations of terrain it will be possible by permitting a signal in excess of 500 uv/m to a metropolitan district to render more extended service to unserved rural areas than would otherwise be possible. In such situations rural stations may render a signal not in excess of 1,000 uv/m to a metropolitan district. In no case will rural stations be permitted to render a signal greater than 500 uv/m to more than one metropolitan district. Directional antennas may be used by rural stations to increase service to rural areas and to reduce service in metropolitan areas.

The frequencies available for rural stations are as follows (megacycles):

104.1	105.1
104.3	105.3
104.5	105.5
104.7	105.7
104.9	105.9

[2] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas), and Hagstrom Map Co.'s Four Color Retail Trading Area Map.

[3] "Rural area" means all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2,500 to 5,000 without an FM broadcast station and not adjacent to larger cities may be considered rural areas.

James H. Hanley

JAMES H. HANLEY, 64, member of the Federal Radio Commission 1933-35, died last Monday at his home in Westchester Apartments, Washington. He was a special attorney with the antitrust division of the Dept. of Justice.

Mr. Hanley

He was named to the FRC by President Roosevelt after long service to the Democratic party in Nebraska. After the FCC replaced the FRC in 1935 he practiced radio law, going to Justice about a year ago.

A graduate of Creighton College of Law in 1910, he served as secretary to the late Rep. C. O. Loebeck, Nebraska Democrat, from 1911 to 1919. He practiced law in Omaha until 1922 and was State prohibition director for two years. In 1929 and 1930 he was one of the first organizers of Roosevelt clubs in the Midwest.

Surviving are his widow; three sons, James and Thomas Hanley, both members of the Jesuit Order, and John Hanley, in the Navy.

Noble Heads Burn

WILLIAM NOBLE, for the past seven years vice-president of Walter P. Burn & Associates Inc., and M. Lawrence Swars, director of sales for four years, have acquired complete control of the company from Walter P. Burn. Mr. Noble becomes president and Mr. Swars vice-president and general manager under the new set-up. Mr. Burns, retiring president, is moving to Middlebury, Vt., but he will continue as a specialist in economic studies and will be available in that capacity to clients of the research organization. Company's headquarters will remain in their present location, 7 W. 44th St., New York.

MASTER KEY TO THE NORTHWEST

KFYR

75%

of all KFYR advertisers have been using KFYR facilities continuously for two years or more!

The balance consists of new accounts and seasonal business.

The reasons for KFYR's popularity are obvious. KFYR reaches into more Northwest homes than any of its immediate competitors! KFYR programs are keyed to the Northwest audience . . . planned and produced for the FARMER . . . HOUSEWIFE . . . BUSINESSMAN . . . and WAGE EARNER . . . the folks who increase your sales.

Let us introduce you to our vast Northwest audience

For further information

WRITE US DIRECT . . OR ASK ANY JOHN BLAIR MAN

KFYR BISMARCK N.D. 5000 WATTS 550 KILOCYCLES NBC

In the UTAH *Market*

The POPULAR Station

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

"THE PROGRAM'S THE THING"
Yes, we know; Shakespeare said "play," not "program." But let's not quibble about words. The program *is* the thing.. the thing that (granting quality transmission) singly, solely, alone, and all by itself unaided builds the radio *audience*.. the thing that determines not only *who* will hear your sales-message, but *how many*.
The stations of Westinghouse rate unusually high in program-quality and listenership. The cream of the NBC and Blue Network shows, plus local programs built with equal care, assure audiences that are faithful, which is to say regular; audiences that are large and diverse; audiences that are open-handed when it comes to spending their money on quality products and services.
In their primary areas alone, Westinghouse stations have a potential of 18,000,000 Americans in major markets like Pittsburgh, Boston, Philadelphia, Springfield (Mass.), Ft. Wayne, and Portland (Ore.). Hitch your saleswagon to these star programs of Westinghouse. See our representatives listed below, for availabilities.
WESTINGHOUSE
RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX
REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WLAP GAINS NEW LISTENERS BY YEAR-ROUND PROMOTION

√ NEWSPAPERS

A minimum of 30,000 lines in each of the two Lexington papers for 1945 on program promotion.

√ STREET POSTERS

Twenty WLAP posters in downtown Lexington at heavy traffic locations. Changed monthly.

√ LOBBY DISPLAYS

WLAP has lobby easel displays in Lexington's hotels and theatres, "plugging" WLAP programs.

√ BILLBOARDS

WLAP has secured heavy traffic billboard locations in Lexington for starting date in October.

√ DIRECT MAIL

WLAP makes frequent mailings to Bluegrass dealer lists as "merchandising support" for advertisers' WLAP programs.

√ PLUS

. . . Direct lines to theatres and clubs for news bulletins. Newspaper advertising in Bluegrass towns on special programs. This means "AUDIENCE PLUS" for WLAP advertisers.

Lexington, Kentucky

J. E. Willis, Manager

WLAP
A NUNN STATION

● NUNN STATIONS: WLAP, Lexington, Ky.; WBIR, Knoxville, Tenn.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.

Statements

(Continued from page 17)

employment, basic ingredients of the American way of life.

Your comments were exceptionally interesting, and I believe your publication has performed a definite service to radio in publishing President Truman's letter. Be assured that McCann-Erickson and its clients will do everything in their power to help maintain the high standards which American broadcasting has progressively achieved.

* * *

CAMPBELL ARNOUX
WTAR Norfolk
NAB Director, District 4

CONSIDER PRESIDENT Truman's statement of policy on radio broadcasting as published in BROADCASTING July 9 the most heartening and reassuring message affecting radio in years.

It's forthright plain American talk devoid of ambiguities or double talk is the kind I like to hear. Mr. Truman's expression of confidence in the integrity and ability of those now entrusted with the operation of our country's broadcasting stations, his championship of a free and competitive radio and his conviction that it must be maintained free and competitive should set at rest any doubts and fears for the future.

It guarantees to broadcasting one of the four great freedoms of the Atlantic Charter, freedom from fear.

It also is a challenge and an inspiration to all who have a part in the operation and direction of a broadcasting station to keep their standards high and constantly ascending and to make public interest first consideration in all of their operations.

* * *

GEORGE M. BURBACH
KSD St. Louis

PRESIDENT TRUMAN'S statement that radio "must be maintained as free as the press" is recognition of radio on a par with newspapers. This recognition by the President places a responsibility upon radio which we must strive to maintain by establishing higher and higher standards constantly endeavoring to refine radio. A determined courageous effort now to improve our service to the public will win even greater recognition and safeguard us against attacks by organized public groups and laws of restraint such as other media have experienced. Too often we are inclined to let financial return govern our decisions without proper consideration of the value of goodwill and prestige. The tremendous growth of radio is proof that the job has been well done but let us not rest on past performances.

BROADCASTING has again made a substantial contribution to radio. Congratulations and thanks.

* * *

MARTIN CAMPBELL
WFAA Dallas
NAB Director, District 13

PRESIDENT TRUMAN'S courageous message regarding radio is a timely one indeed. It is encouraging to broadcasters to know that the new President has confidence in them, as expressed in his statement that "The American system has worked." He may be sure his confidence in free American way will not be misplaced, and that radio not only must but will keep working. Broadcasters will meet the challenge with unflinching courage knowing that President Truman expects it of them.

* * *

LOUIS G. CALDWELL
Counsel, Clear Channel Broadcasting Service

PRESIDENT TRUMAN'S interpretation of the Communications Act as a decree by Congress that America "should have a free, competitive system" of radio, and his concept of radio as "medium that by the very nature must be maintained as free as the press" constitute an inspiring and clear sighted recognition of fundamental principles which should have guided federal regulation of broadcasting from the outset.

For years these principles have constantly been threatened with

(Continued on page 38)

WHAT A HOOPER!

PERIOD	% OF LISTENERS
MORNING	91.3%
AFTERNOON	91.3%
NIGHT	80.4%

WJHL offers you a rich market with six thriving cities and over a million potential BLUE listeners.

BLUE NETWORK

CALL HOWARD WILSON CO.

1000 WATTS WJHL 910 KCS. JOHNSON CITY, TENNESSEE

"Maybe we could do less business if we didn't advertise over WFDF Flint?"

Combinations that -C-L-I-C-K-

PHIL SPITALNY AND THE "HOUR OF CHARM" ALL-GIRL ORCHESTRA

In EVERY field of endeavor, outstanding achievement is the result of a combination that "clicks." A typical example is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

To sell the great St. Louis market, use "The Combination that CLICKS."

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

Statements

(*Continued from page 36*)

erosion and nullification by a strange process of reasoning which has led the Commission to consider that the statutory standard "public interest, convenience and necessity" is an unlimited delegation of authority to it to regulate broadcast programs by various indirect but very effective devices. This has been in the very face of the constitutional guaranty of free speech, the unqualified prohibition against censorship in Sec. 326 of the Act, and the clearly expressed intent of Congress as reflected in the legislative history of the Act. It is to be hoped that broadcasters will follow President Truman's call to "direct their energies in the future . . . toward the liquidation of all resistance to the principles upon which their own free charter is founded."

T. A. M. CRAVEN
Cowles Broadcasting Co.
NAB Director at Large

ALL IN RADIO should be thankful that President Truman is disposed to follow constitutional lines with respect to radio as a free American institution. A free radio in the constitutional sense of a free press is the kind democracy requires.

During my seven years as a member of the FCC, I witnessed at first hand a steady whittling away of the free competition concept which I felt had been ordained by Congress. President Truman's forthright and clean-cut pronouncements should put all concerned back on the track.

The President's comment should be a source of inspiration to all those in radio. His sparkling, sincere words of encouragement should serve as guideposts in the postwar reconstruction days ahead —after radio has contributed its mite toward full victory.

FREDERIC R. GAMBLE
President, American Assn. of Advertising Agencies

PRESIDENT TRUMAN'S statement of policy on radio published in your July 9 issue is splendid service on your part to broadcasters, advertisers and agencies. His recognition of "full fledged war service" by and through radio is well deserved. As Senator and chairman of Truman Committee, the President got full information on what advertising, with leadership of War Advertising Council, is doing to help win the war and from a specially made survey, convincing evidence of its overwhelmingly acceptable character with very small percentage of objectionable material. This knowledge undoubtedly underlies his present fine statement. With this confirmation by high government authority, let all of us in radio go forward with the constructive plans we are working on, bearing in mind that the needs of all must be regarded if we are to attain the success which the President envisions for us.

* * *

JOHN E. FETZER
WKZO Kalamazoo
NAB Director, District 8
Assistant Director of Censorship for Radio

JUST AS THE 13th century Magna Carta Enunciation was the forerunner of new found liberties for a great people so President Truman's radio statement may well prove to be the great charter of a free American radio. A radio "as free as the press" will continue to keep the American people the best informed in the world. By keeping our radio free we can continue to present the voice of a rabbi, priest or minister and many other voices which make America a fortress of freedom and a powerful arsenal of democracy in the war against dictatorship and all for which it stands.

The President's statement should be cause for great rejoicing in the broadcasting industry.

* * *

ELIOT C. LOVETT
President, FCC Bar Assn.

PRESIDENT TRUMAN'S recognition of the fact that the American system of radio has "worked" is particularly propitious, and his assertion that it must keep "working" is a consoling promise for the industry. That the promise will be kept may not be questioned; the free, competitive American broadcasting system has been given a new lease on life both in fact as well as in theory.

* * *

CLAIR R. McCOLLOUGH
Mason Dixon Radio Group
NAB Director at Large

PRESIDENT TRUMAN'S July 3 letter to Publisher Taishoff should be a source of deep gratification to every American broadcaster. It clearly defines several extremely important questions and explicitly places radio broadcasting squarely on its own feet.

It is particularly significant that our Chief Executive should issue his statement as he is about to face

(*Continued on page 40*)

—as freight rates are reduced!

Keep your eyes and your plans focused on this increasingly industrialized market. And remember to let *T.H.S. assist you in building a "sure-fire" marketing and radio program for this area. *T.H.S. is an authority on markets and radio in the Middle West and Southwest!

Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Louisiana
KRMD—Shreveport
Oklahoma
KADA—Ada
KBIX —Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK
New Mexico
KGGM—Albuquerque
KVSF —Santa Fe

* TAYLOR-HOWE-SNOWDEN *Radio Sales*

Sales Offices
New York · Hollywood
Chicago · San Francisco
Dallas · Portland
General Offices—Amarillo

KTFI
TWIN FALLS · IDAHO

There's a Big Crop of Sales down here in KAMOLAND

REAP YOUR HARVEST OVER KUOA (5,000 WATTS)

THE DOMINANT VOICE OF THIS GREAT 4-STATE REGION

Those dollar-signs on the map of KUOA's primary and secondary coverage represent over *$200,000,000* of buying power from *1,220,958* people in this area. They also represent a plus-market for YOUR products.

The strong, clear voice of KUOA is well-known to all these people, for *205,318* radio families are within easy reach of our primary and secondary coverage. Your sales messages will be heard by housewives, business men, poultry and dairy farmers, fruit growers, miners, oil field and factory workers, and students. Your market is HERE . . . let KUOA help you harvest a "bumper" crop of sales.

KUOA

Siloam Springs, Arkansas

5000 Watts — 1290 Kilocycles

The Voice of . . . ★ KAMOLAND

KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

Statements

(*Continued from page 38*)

the momentous problem of the Berlin conference. Certainly the immense power and force of radio must have been uppermost in his mind—a force that has constantly demonstrated its great capacity for accomplishment through the war years as well as before and is now being urged on toward new and greater horizons.

Much of the haze that has obscured the industry's vision as it struggled to look into the postwar period has now been lifted. The Chief Executive has issued an invitation and a challenge to those genuinely interested in all phases of broadcasting to move ahead under his able definition of the American system.

Our President could not possibly have given American broadcasters a more vital and deeply appreciated twenty-fifth anniversary birthday gift.

* * *

LESLIE C. JOHNSON
WHBF Rock Island, Ill.
NAB Director, District 9

PRESIDENT'S statement is a challenge to provide radio leadership able and willing to work with him, Congress and the press for continued freedom of expression. Free speech cannot endure half slave and half free. Therefore, there must be no encroachment from any source upon the freedom of radio or press. The President enjoins them to work together, using their facilities, as he puts it, "to making more intimate and workable the relationship between the people and the Government". Our leadership, unselfish and unafraid, should step forward. Radio has attained manhood, inheriting the responsibilities and obligations that go with adult state. No industry obligation transcends radio management's responsibilities to the public by whose direct sufferance radio lives. This public trust demands constant effort, with the press, to preserve freedom of enterprise and the democratic system, keystone of which is free speech. Here and now is a golden opportunity for constructive action.

* * *

J. R. POPPELE
President, Television Broadcasters Assn.

THE FOUNDATION for television broadcasting in the United States is being laid upon the same framework which has made radio one of the nation's foremost industries, namely, free and competitive enterprise.

President Truman's tribute to radio broadcasters for thejr laudable public service, and his farsightedness in recognizing the vast opportunities for even greater service inherent in television, are indicative of his awareness of the potentialities of these great communication services.

Only by a "free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities" can television achieve its ultimate and inevitable greatness.

* * *

P. W. MORENCY
WTIC Hartford
NAB Director, District 1

I BELIEVE the statement made by the country's chief executive in his letter of July 3, 1945, to be of primary importance to every broadcaster in the country and to the public it demonstrates a thorough understanding of the problems of the radio industry and points clearly to the proper paths of its future development. Broadcasters welcome competition knowing that it stimulates progress and by that progress the public is best served. It is particularly pleasing to hear from your President that radio has done a good job, is in good hands and that the American system which has brought us the best radio system in the world "has worked and must keep working." The radio industry has shown the maturity it has attained in the war effort and the President's clear statement of facts and principles should stimulate us all to continue and improve the good job that the industry is now doing.

* * *

G. RICHARD SHAFTO
WIS Columbia
NAB Director at Large

THE LETTER from President Truman is of greater significance to broadcasters than any statement from high government sources in the last decade. In it the President conveys his clear recognition of a new era of radio broadcasting in which the sheer quantity of available facilities, and the ensuing free competition, must outmode restrictive regulation based upon the concept that broadcasting is the enjoyment by sufferance of a quasi-monopoly.

Nothing so enthuses the broad-

(*Continued on page 68*)

CKLW WINS IT AGAIN!

For The SECOND STRAIGHT Year CKLW Has Won

The BILLBOARD MAGAZINE

Annual Station PROMOTION AWARD

Showmanship counts!—and "prime promotion on both sides of the border" has long been a part of this station's wide-awake policy. Both program and station publicity has and always will be carefully planned and consistently used to build **and hold** our audience, advertisers, and friends!

J. E. CAMPEAU, Managing Director

In The Detroit Area, it's

5,000 Watts at 800 kc. day and night

CKLW

Mutual Broadcasting System

ADAM J. YOUNG, Jr., INC., Nat'l Representative

WBNX

DAILY PROGRAMS IN

Italian Polish English Jewish German

5000 WATTS DIRECTIONAL OVER NEW YORK

Americas Leading Foreign Language Station

If Longfellow had chosen Tench Tilghman

There are those who maintain that Paul Revere's ride was surpassed by the difficult and dramatic feat of Col. Tench Tilghman. On the 23rd of October, 1781, Tilghman arrived in Philadelphia bringing Congress the news of Cornwallis' surrender. In four days he had journeyed by small boat and horseback, almost three hundred exhausting miles.

But Henry Wadsworth Longfellow chose Paul Revere as the subject of his widely known poem, so to many Americans, the Boston Patriot has become the more familiar historical figure.

Unfortunately, achievement itself, is not followed by recognition. In the world of business a product becomes well known, only when advertised through a popular medium. If Baltimore is your market, WCBM is your medium.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, *President*
Free & Peters, Inc., *Exclusive National Representatives*
George H. Roeder, *General Manager*

KRAEMER IS NAMED BY ASSOCIATED NET

GENE KRAEMER has resigned from sales staff of Adam J. Young Jr. Inc., effective July 16 to become New York manager of Associated Broadcasting Corp., which plans to begin operation Sept. 16 as fifth nationwide network. New York offices are being opened in the Chanin Bldg.

Mr. Kraemer

New network plans to use "ABC Network" as signature despite fact some publications have used tag to identify American Broadcasting Co. since that organization dropped Blue Network name. ABC appellation had been registered by Associated last year and when the Blue announced name-changing plans, Associated notified the Blue of prior claim to ABC, which the Blue acknowledged.

New network will start with about 30 outlets as a "streamlined major market chain". Organization is virtually complete and details soon will be announced.

Mr. Kraemer last week was incorrectly reported to be joining J. P. McKinney & Sons.

MANAGEMENT

CAPT. JOHN A. KENNEDY, president of West Virginia Network on leave, assigned to the office of Vice Adm. F. J. Horne, Vice Chief of Naval Operations, is on a three-month special mission in the Pacific, during which he will visit practically every Naval base.

FRANK E. MULLEN, NBC vice-president and general manager, addressed the New York Workshop last Thursday on "Operating Problems of a Radio Network".

C. F. MARDEN, general manager of 2UW Sydney and of the Commonwealth Broadcasting Corp. in Queensland, as well as other Australian radio operations, is in the U. S. on his first visit to become acquainted with American radio operations. Former president of the Australian Federation of Commercial Broadcasting Stations, he particularly is looking into FM and television.

DONALD W. THORNBURGH, CBS Pacific vice-president, and **SIDNEY N. STROTZ,** NBC western division vice-president, have been elected to board of directors of Hollywood Veterans Service Council, returning servicemen rehabilitation service. **LOUIS ALLEN WEISS,** vice-president and general manager of Don Lee Broadcasting System, is member of council excutive committee.

HARRY MAIZLISH, manager of KFWB Hollywood, leaves July 19 for New York and Chicago.

JACK O. GROSS, owner and manager of KFMB San Diego, is in Chicago to interview assistant manager applicants and to contact agencies on fall plans of clients.

JAMES D. SHOUSE, vice-president of Crosley Corp. in charge of broadcasting, is still confined to his home with a bursitis attack suffered several weeks ago. He has been directing activities of WLW Cincinnati, however, from his bedside.

COMMERCIAL

MERWYN McCABE has been appointed general sales manager of KFRC San Francisco, replacing **DAN DONNELLY** who has joined the Los Angeles office of BBDO. **RAY RHODES,** account executive, becomes head of local sales at KFRC.

CAPT. HAROLD F. WALKER, formerly of sales department of WLW and WSAI Cincinnati, who served in India with the Intelligence Service, Tenth Air Force, is on temporary duty with AAF Office of Radio Production, War Dept., to handle equipment and supply for overseas combat teams assigned to "Fighting AAF" program.

LT. REX WEBSTER, former member of the KFYO Lubbock, Tex., sales staff now in the Navy, is the father of a boy.

TOM O. McCULLOUGH, commercial manager of WIOD Miami, has been appointed chairman of program committee, Miami Kiwanis Club, for second half of 1945.

CHARLOTTE TUTHILL is new traffic manager of WSAP Portsmouth, Va.

JOHN T. BRADLEY, office manager of Allied Adv. Agencies, Los Angeles, has resigned to join KECA Hollywood as account executive. His former duties have been taken over by **BILL WELSH,** agency production manager.

RUTH BARNARD, formerly of Don Lee Broadcasting System, Hollywood, after serving three years as OWI shortwave chief of program service section, San Francisco, has returned to network as traffic manager and supervisor of script and transcription departments.

GERRY MARTIN, NBC account executive, has been given three months' leave to serve with the War Advertising Council in New York.

BERNICE NACHTMAN McCARTER, after nearly a year absence, has returned to WFOY St. Augustine, Fla., as traffic manager and local news reporter.

McINTOSH McDONALD, released from the Army, has returned to CKNW New Westminster, B. C., as salesman.

T. EUGENE DUFFY, released from the Army and former display advertising manager of White Plains (N. Y.) Reporter Dispatch, is new sales director of WFAS White Plains. New members of the sales staff are **JOHN F. SLOAN** and **GEORGE PLONER,** both released from service.

JEREMY MARCUS, former eastern sales representative of Overseas News Agency, joins WNAB Bridgeport July 16 as local time salesman.

KATHERINE CONLIN has resigned as traffic manager of WIP Philadelphia to join office staff of Jefferson Hospital.

EDWARD H. BENEDICT, former media director of Grant Adv., New York, has joined Mutual sales department as account executive.

SHELTON EARP, account executive, KECA Hollywood, has shifted to American Hollywood.

The Big Loop!
Baltimore, Pop. 988,000*
Pittsburgh, Pop. 630,000*
St. Paul, Pop... 295,000*
Total 1,913,000
WOAI Daytime Primary Area
Pop. 1,916,500*
*Copr. 1945, Sales Management Survey of Buying Power; further reproduction not licensed

Included in the big loop of WOAI's daytime primary area are more potential customers than the combined population of Baltimore, Pittsburgh and St. Paul!

In this populous and prosperous Texas market, the 50,000 watt, clear channel voice of WOAI attracts more listeners than any other station.

And that's why WOAI continues to sell more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

» IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

Southern Flavor

"Mo spice, mo pepper, turns de light down low . . . and den puts my soul in it!"

Southern preferences in *entertainment* largely follow this same recipe. WAGA has made more progress than any other Atlanta station in the past two years, because its programs really *suit Southern tastes!*

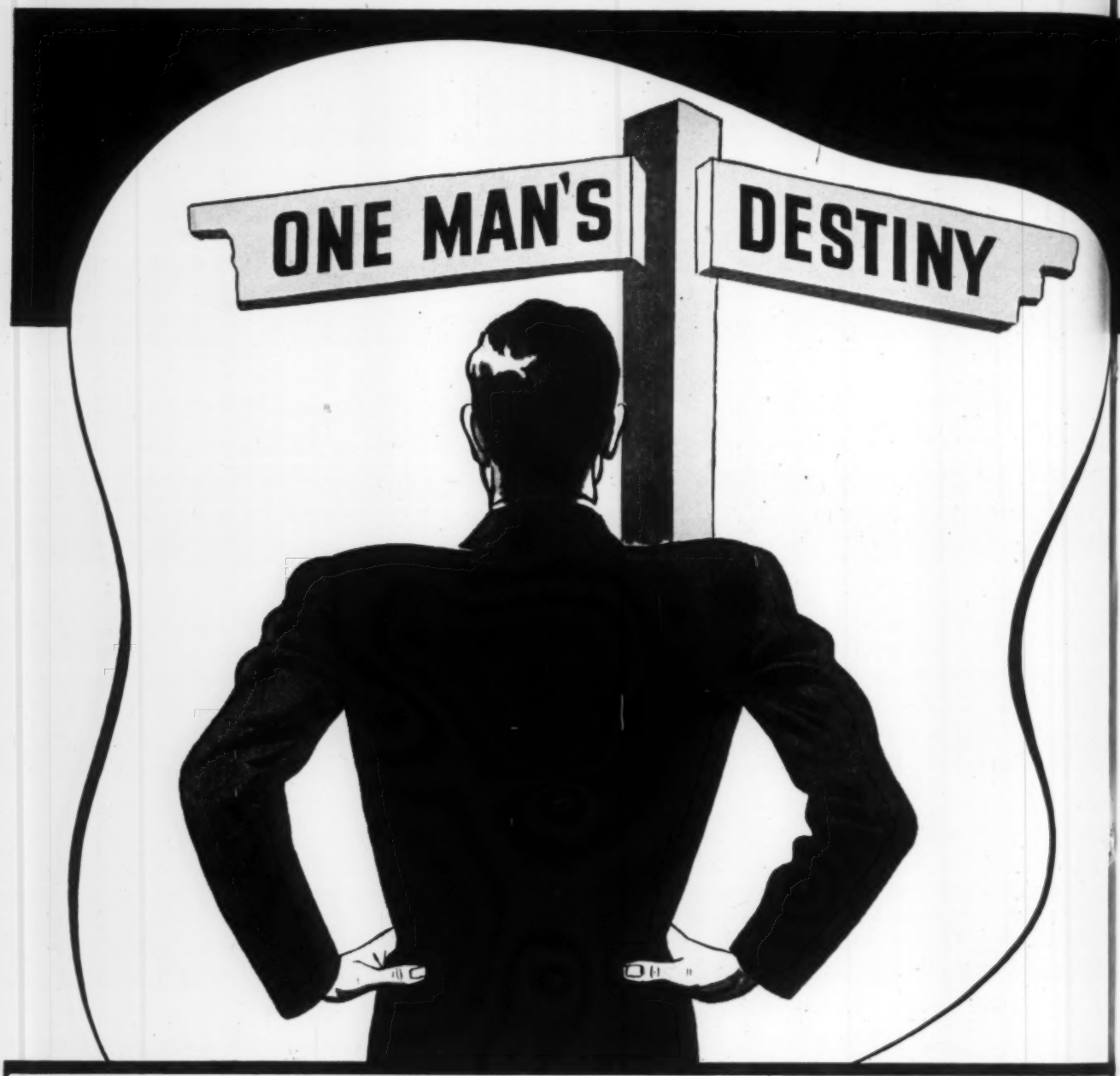
With popular WAGA on your list, you are really "cooking with gas" in one of America's most responsive markets.

WAGA

ATLANTA

5000 watts on 590 Kc. • American Broadcasting Company

Represented by Headley-Reed



FIRST STARTERS

ALABAMA
Mobile, WMOB
Opelika, WJHO

CALIFORNIA
San Francisco, KPO

FLORIDA
Jacksonville, WMBR
Tallahassee, WTAL

GEORGIA
Albany, WGPC
Brunswick, WMOG
Columbus, WRBL
Savannah, WTOC
Waycross, WAYX

ILLINOIS
Chicago, WCFL

INDIANA
Fort Wayne, WGL

MAINE
Portland, WCSH

MARYLAND
Baltimore, WCBM
Salisbury, WBOC

MISSOURI
Joplin, WMBH

MONTANA
Butte, KGIR
Kalispell, KGEZ

NEVADA
Reno, KOH

NEW JERSEY
Jersey City, WHOM

NEW YORK
Niagara Falls, WHLD

NORTH CAROLINA
Roanoke Rapids, WCBT
Winston-Salem, WSJS

OHIO
Akron, WAKR
Canton, WHBC
Steubenville, WSTV
Columbus, WHKC
Warren, WRRN
Youngstown, WFMJ

OREGON
Bend, KBND
Corvallis, KOAC
Eugene, KORE
Pendleton, KWRC
Portland, KWJJ

PENNSYLVANIA
Harrisburg, WKBO
New Kensington, WKPA
Sunbury, WKOK
Washington, WJPA

SOUTH CAROLINA
Spartanburg, WSPA

TENNESSEE
Cookeville, WHUB
Knoxville, WNOX
Memphis, WMPS
Nashville, WLAC

TEXAS
Corsicana, KAND
Dallas, WFAA
El Paso, KTSM

UTAH
Salt Lake City, KSL

WASHINGTON
Everett, KRKO
Pullman, KWSC
Seattle, KOL
Walla Walla, KUJ
Wenatchee, KPQ

WEST VIRGINIA
Charleston, WGKV
Wheeling, WKWK

WISCONSIN
Milwaukee, WISN

CANADA
Grand Prairie, Alberta, CFGP
Halifax, Nova Scotia, CHNS
Quebec City, Quebec, CHRC
Winnipeg, Manitoba, CKRC

Dynamic, authentic life-dramas of the foremost figures in the news . . . U. P.'s new 15-minute transcribed program.

What are they like, the men who are big news the world over—and how did they become what they are?

What drew or drove them to their great attainment?

What brought the breaks through which they rushed toward eminence?

What was the great crisis of their lives, how did they meet it, what might have happened if they had met it otherwise?

And today, what kind of persons are they?

Such questions as these "One Man's Destiny" answers—and answers in dramatic and authentic terms—in a 15-minute, ready-to-air recorded program.

This new show, made by the same staff as made U.P.'s "Soldiers of the Press"—the most widely broadcast war show in the world—presents an unmatched combination of excitement and enlightenment. It stirs as it instructs, instructs as it stirs.

"One Man's Destiny", running fifteen minutes—including 45 seconds at start and end for station or commercial announcements—is distributed to one station only in a city. The first station to order the feature will receive it.

For audition samples, for terms, ask your nearest United Press bureau.

UNITED PRESS

Editorial

Getting the Jump

BROADCASTERS, doing quite well these last few years, may not be in the best strategic position for the advertising readjustment expected as soon as serious reconversion gets under way. For they face a period of industrial and commercial change with sales staffs geared to a seller's market.

During this transition period many advertisers will drop institutional copy designed to protect brand names and shift to hard-hitting messages designed to bring quick sales results.

In a nationwide roundup of all fall and winter business prospects, appearing in this issue, BROADCASTING correspondents find a feeling among the men who buy radio time that some old-fashioned sales effort must be started, and started quickly. In plain words, they state that networks and stations have been leading a reasonably soft business life during the thriving war period. The transition to normalcy is getting under way.

Competition will become stiffer as periodicals get more paper, autos return to highways once lined with billboards and other media get back in stride. That will be broadcasting's cue to resume aggressive selling, supported by adequate market distribution and coverage data. After all, radio's growth can be traced in considerable measure to its pioneer efforts to obtain business in direct competition.

Important changes are in the offing. Alert broadcasters will be ready with well-planned straight-from-the-shoulder sales campaigns. Seller's markets don't last forever.

FM, Stillborn?

BROADCASTERS learned the hard way last week that the battle over FM has just begun. When the FCC placed this new broadcast service in the 100 mc. band, after a long and bitter contest with those who have pioneered the art, it was only the first skirmish.

The FCC has issued an order incorporating its proposed rules and regulations to cover FM. True, the FCC emphasizes that draft is designed only to give "scope and direction" to the hearing, now called for July 30, and that it is simply a "suggested" draft. But these proposed rules indicate FFC thinking.

The Commission repeatedly has stated that it wants to encourage present AM broadcasters to enter and pioneer the FM field. By posing the question whether it should adopt a regulation barring eventual dual ownership of AM and FM stations in the same market, the Commission frightens away AM participation.

Broadcasters must state their case at the hearing, or resign themselves to a kind of regulation of FM that may stifle rather than encourage the development of an art which could infinitely broaden radio's service. The trouble seems to be that the FCC regards FM as a service competitive with AM, rather than a companion service in the aural field eventually destined to replace AM in metropolitan areas.

Ryan, On The Record

J. HAROLD RYAN is about to complete his tenure as interim president of the NAB. He returns soon to Toledo, to pick up where he left off before the war as vice-president and treasurer of the Fort Industry Co. For three years he distinguished himself as assistant director of censorship in charge of radio—with nary a mishap in handling of that delicate task. For more than a year he has piloted the NAB ship through rough waters.

When he was drafted for the NAB presidency in April, 1944, Mr. Ryan accepted with misgivings. He wanted then to return to his home and his business. He set aside that desire to serve the art in which he had been a leader for more than a decade.

During his NAB term, he has led that association in accomplishing these objectives:

(1) Broadcast Measurement Bureau, which was evolved originally by the research committee of which he was chairman, has come into fruition. Most broadcasters pledged their funds to this enterprise for the most part on faith in Harold Ryan.

(2) On April 1, 1944, the NAB had 567 active members and 21 associates. As he is about to leave office, the roster shows 669 active members and 39 associates.

(3) A great personal victory was his fight to convince the War Advertising Council that a system could be developed to measure fairly the relative contributions of radio and printed media toward furthering the war effort.

(4) Relationships between broadcasters and advertisers and agencies were improved. This stems from the organizational processes which produced the BMB structure.

(5) Financier as well as broadcaster, Harold Ryan leaves the NAB functioning on an absolute cash basis—paying bills as they are presented, a departure from the former accrual system of bookkeeping.

Harold Ryan is a conservative and careful operator. Those who enjoy his confidence know that he did not undertake the NAB presidency with any thought of sweeping out shop. He felt that, as interim president, his task was to keep the association on even keel. This he has done, at great personal sacrifice.

He recognizes as clearly as does any broadcaster that the NAB should be strong and hard-hitting enough to protect the art against unfair legislation and regulation, ridiculous demands of the likes of Petrillo, against all the evils that beset radio and threaten its free existence. His administration has *not* been a force against such incursions. That was by design. These objectives were not possible in an interim tenure, and Harold Ryan was sensible enough to know it.

Soon Harold Ryan will hand to his successor, yet unnamed, a going concern. He, along with all in radio, fervently hope that the presidential toga will fall upon the shoulders of a strong, virile, intelligent leader who with dignity and aggressiveness can channel the vast art of radio toward sounder legislation and regulation and broader public service.

That man may be Associate Justice Justin Miller, a distinguished jurist and an imposing national figure. The course of action has been prescribed by President Truman. The task is not simple, but the issue is clear-cut and the road well marked.

Our Respects To -

WALTER JOHNSON BROWN

THERE'LL BE a broadcaster in Berlin when the Big Three get together almost any day now. That rare personality will be Walter Johnson Brown, special assistant to Secretary of State James F. Byrnes. He is on leave from Spartanburg, where he is vice-president, general manager and part owner of WSPA.

One of the first official acts of Justice Byrnes, upon assuming the Cabinet post, was to designate his friend, confidant and advisor, Walter Brown, as chief assistant, dealing in public relations. So far as the records show, Walter also is radio's first contribution to international diplomacy. After the conference, he will assume a new official status at the Department, but the precise title isn't yet known.

Eighteen years ago Walter swore he was through with politics forever.

That was when his father was defeated for reelection as Georgia Commissioner of Agriculture. Walter had been unofficial aide to his father. He stuck to his resolution for two years while the University of Georgia taught him the rudiments of journalism.

Then he came to Washington. Like other Capital correspondents he found himself writing, eating and dreaming politics. For a decade his political activities were numerous, intense and unofficial. They centered on Carolina politics, particularly South Carolina where he played a background role in most of the campaigns.

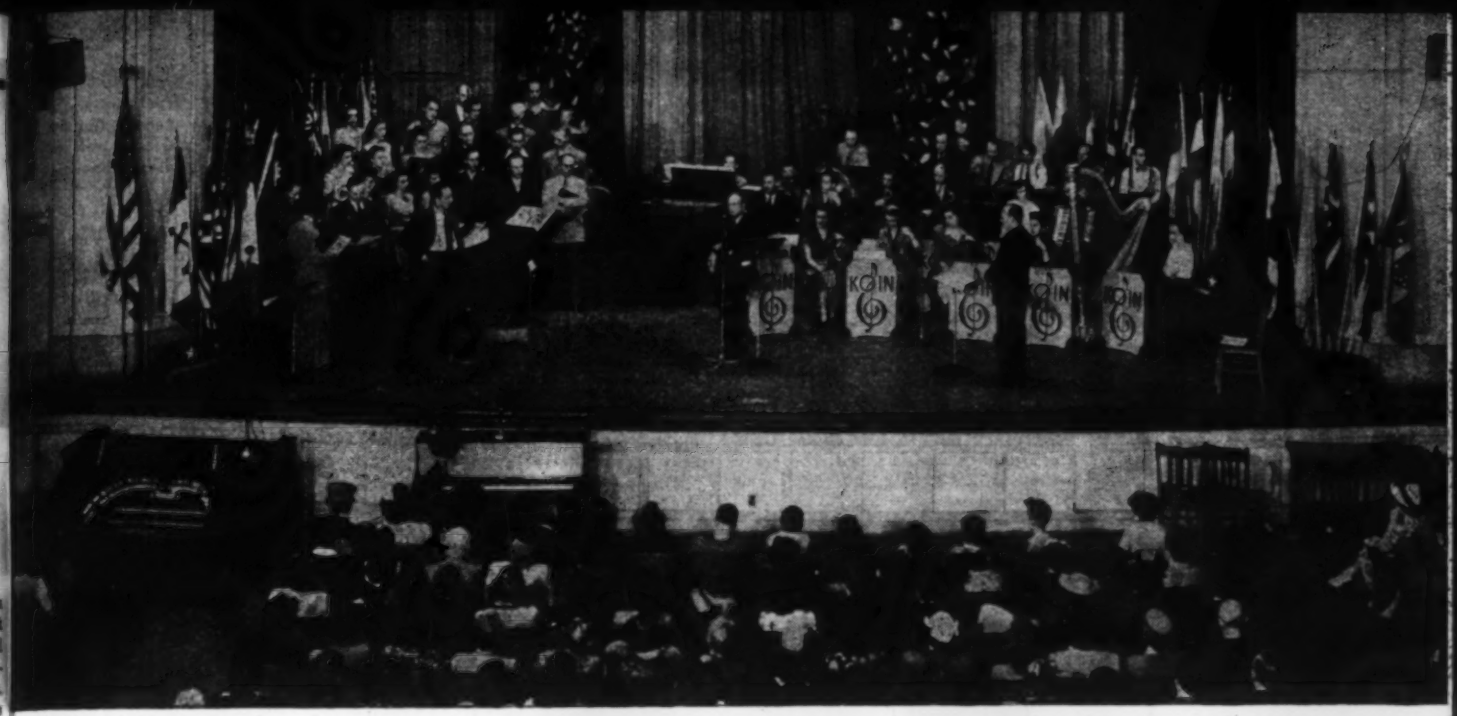
His intimate knowledge of government operations and his wide acquaintance led in April 1943 to his appointment as special assistant to Justice Byrnes, Director of Economic Stabilization. Two months later Justice Byrnes became Director of War Mobilization and Walter remained with him until last April 1.

Two years of service as an important Federal official at the focal point of war operations had given Walter a chance to serve his country faithfully and efficiently. So he retired from public life to the comparative quiet WSPA Spartanburg, S. C., where he is vice-president and general manager, and to the quiet of his historic farm, Hickory Hill, Georgia. No more politics for Walter.

On April 12 he was in his library reading a book by Winston Churchill when Justice Byrnes called from Spartanburg to tell him about President Roosevelt's death. Walter went to Spartanburg and they flew to Washington to attend services for the President.

A fortnight ago Walter was back in politics —only this time at the Department of State. Walter Brown's Washington, Carolina and

(*Continued on page 48*)



DR. LYMAN BRYSON, CBS DIRECTOR OF EDUCATION, BECOMES THE 247th MEMBER OF KOIN's MILLION DOLLAR CLUB DURING SPECIAL BROADCAST TO NATION-WIDE CBS FROM THE KOIN INSTITUTE FOR THE STUDY OF RADIO.

A 7th War Loan "Special" this 124th meeting of KOIN's Variety Award winner featured the KOIN Duncan Singers, Singing Hostess Margaret Carroll and the KOIN Orchestra. Presentation of membership to Dr. Bryson was made by E. C. Sammons, Chairman Oregon War Finance Committee. Thus he joined 246 other members each credited with the sale of more than one million dollars in War Bonds. Congratulations to Bryson came in a glowing tribute from Million Dollar Club member Ted R. Gamble, Director War Finance Division of U.S. Treasury Department, in a special pickup direct from Washington, D.C.

★ ★ ★ ★

The broadcast was but one of several KOIN originations highlighting the second annual Institute for the Study of Radio . . . a KOIN "trail-blazing" venture in the field of radio and education . . . held in cooperation with the Oregon State System of Higher Education and the Portland Public Schools. Bryson was one of the institute faculty made up of 12 of the nation's outstanding radio and educational authorities. Perhaps its impact is best expressed in these words by one attending . . .

"I've been a teacher for 33 years and this is the most inspirational thing that ever happened to me."

KOIN CBS **PORTLAND, OREGON**

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

Represented By

HEADLEY REED COMPANY

New York : Chicago : Detroit
Atlanta : San Francisco

Respects

(*Continued from page 46*)

Georgia career centers around his close friendship with Justice Byrnes. The beginning of that friendship is a typical reporter's story. It occurred in the summer of 1931, when Walter went around to see for the first time the Senator from South Carolina, Mr. Byrnes.

A secretary and a man in shirt sleeves were in the office. As Walter got the secretarial runaround, his reportorial instincts asserted themselves. Good and mad, he let the secretary have a few choice Georgia expletives. Abashed, the secretary said, "That's Senator Byrnes right there."

Interviewed Senator

Walter interviewed the Senator about the Hoover plan for a moratorium on foreign debts. That was the start of a dual role. Through a decade-and-a-half of the most exciting era in world history he has been at the side of Senator Byrnes in political campaigns, Congressional activity and wartime service.

Born near Athens, Ga., July 25, 1903, Walter attended public schools in Bowman and Toccoa. While in Toccoa grammar school he got his first job, delivering the *Atlanta Journal*. He worked for two reasons—first, he wanted to work; second, he had to.

Toccoa oldtimers recall the lad who waited for No. 30 to come into the station with the *Journal* bundle. Sniffing the steaks cooking in the diner, he would say to them, "Some day I'm going to ride that diner and eat steak." Twelve years later he rode in the diner of No. 30, and ate steak.

Walter's dad was elected Georgia Commissioner of Agriculture in 1916 and the family moved to Atlanta. He attended Gibson-Mercer Academy a year, then went to Tech High School. At Tech he got his first taste of journalism—setting type for the multigraphed market bulletin edited by his father, first such bulletin in the U. S.

During political campaigns Walter drove his dad around the state. After graduating from Tech, he went to Georgia Tech, and was the first student in the new ceramics course his father persuaded the university to start. In his second year he left school at 21 to marry his childhood sweetheart, the granddaughter of Senator Tom Watson. About that time the elder Brown was defeated for reelection and Walter took his solemn oath to stay out of politics forever.

Studied Journalism

He moved to Athens for the course at the U. of Georgia journalism school. In 1929 he and Henry McLemore decided to crash the big time and drove to Washington. Walter stayed but Henry went to New York and United Press. Walter freelanced for a while, with slim success, but finally got the first of his newspaper string, the *Winston-Salem Journal-Sentinel*.

At that point hard work and merit began to bring results. Capital newspapermen have always recognized him as one of the crack correspondents of his day. He fed three leased wires out of Washington plus miscellaneous writing. Before he was established, though, he sent for his wife and boy. They moved into a home in Foxhall Village, across from T. A. M. Craven, then at the FCC.

Covered Congress

In the late 30s Walter covered Congress for BROADCASTING, along with his newspaper work and freelance writing. In that role he got his first taste of radio. He became interested in broadcasting about the time that Senator Byrnes and three Spartanburg businessmen—A. B. Taylor, Donald Russell and Walter Jackson—decided Spartanburg needed more and better broadcasting. Mr. Russell, an attorney, is also serving with Secretary Byrnes as special assistant.

In 1940 they persuaded Walter to take over management of WSPA and WORD. He was instrumental in establishing WORD, and afterward the group purchased WSPA. Among his early achievements were securing a CBS affiliation for WSPA and Blue for WORD. Recently WORD was sold under the FCC duel ownership rule.

Walter's legal residence is Hickory Hill, a showplace of the South. He has several hundred head of cattle on the 4,000-acre Georgia farm.

The first Mrs. Brown died nine years ago. The present Mrs. Brown is the daughter of Mr. Taylor, president of Spartanburg Adv. Co.

Walter is a Mason, belongs to the Baptist church, Delta Sigma Phi fraternity, National Press Club, Kenwood Country Club (Washington) and Spartanburg Country Club. Hobbies, of course, are politics and farming.

THIS IS MRS. SMITH...

. . . one of the 1,045,717 housewives in the WGY COMMUNITY* who buy 1 7/8 billion dollars worth of products they hear about over WGY in the 97 thriving downtowns scattered network fashion over eastern and central New York and western New England.....

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

WGY

SCHENECTADY, NEW YORK

50,000 watts—23 years of service—NBC Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-324

THE ROAD AHEAD
War's end will see another step forward in the Savannah Seaboard market. Here are "PERMANENT PLANTS — PAYROLLS — PEOPLE". The WSAV market!
NBC
WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

ROLLING STONES

gather no moss. And so it is with dynamic programs that roll right along with the dash and verve of motivated action every minute of the time they're on the air. WGN's citation, from the Ohio State University Sixteenth Annual Institute for Education by Radio, is an example. It reads in part: ". . . to WGN for the program Republic Steel of the America Unlimited Series, first award for a hard hitting, smoothly produced program . . . emotional appeal blended with excellent showmanship." Or the Human Adventure Series, which merited the Peabody award in the 1945 judging of outstanding programs. Successful programs stem from a background of years of showmanship experience in producing quality shows. One of many reasons why WGN leads the field, among Chicago's major stations, in local and national spot advertising.

A Clear Channel Station

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

"THE SELLING POWER IN THE BUYING MARKET"

KWKH

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

PRODUCTION

EDWARD WADE has been named chief announcer and program director of WMOG Brunswick, Ga. S1/c **FRANK PIERCE, USCGR,** has returned to announcing staff and **SAM MIDDLETON,** new to radio, is added as announcer.

GENE WILKEY has been appointed program manager and **E. WILLIAM ZIEBARTH** is new educational director and production manager in realignment of staff at WCCO Minneapolis following resignation of **AL SHEEHAN.** Mr. Wilkey joined WCCO last year from WDOD Chattanooga. Mr. Ziebarth is former manager of KUOM, U. of Minnesota station, and will continue his classes in radio speech at the university while in charge of all public service programs originating at WCCO.

Mr. Wilkey

WING RICHARDSON has returned to announcing staff of WFOY St. Augustine, Fla., after service in the Pacific with Army Signal Corps.

BUD ROGERS, WARREN JOHNSTONE and **DAVID HUGHES,** returned servicemen, have joined CKNW New Westminster, B. C., as announcers. **AL REUSCH,** of CJCA Edminton, is now CKNW production manager.

JIM WESTOVER, newscaster for WGL Fort Wayne, Ind., has been promoted to chief announcer.

MICHAEL GULICK, former announcer with WFBL Syracuse, joins WCAU Philadelphia.

JOAN SCHNEIDER is first fulltime woman announcer at WFAS White Plains, N. Y.

MARY ANN LOGAN, copy editor of WFAS White Plains, N. Y., for two years, is to be married to Lt. William Leslie Rogers and will be succeeded at WFAS by **GLORIA SMITH,** from CBS New York.

POLLY DAFFRON, director of women's activities of WRNL Richmond, will originate her "Daffron Reports" program from New York July 18 while covering New York fashion openings.

BILL HOFFMAN, former head of WOR New York sound effects department, has returned to New York to await release after eight months driving an ambulance with the American Field Service.

JOHN GIBBS, former production manager of WAJR Morgantown, W. Va., is new announcer with KQV Pittsburgh.

FRANK WALDECKER, formerly with WBZ Boston, has joined announcing staff of WOR New York. Mr. Waldecker worked in motion pictures as a child star and later was manager of the "Dead End" kids. He entered radio in 1942.

FLORENCE AHMAN, continuity chief of WSAP Portsmouth, Va., has resigned to join WLEE Richmond. She is replaced by **EMILY LEITNER. VINCENT ESSIG** has been named program director of WSAP.

NOEL E. THOMPSON, announcer on leave from KFYO Lubbock, Tex., as a Marine captain, is the father of a girl.

LT. JACK LAWRENCE, former announcer with WEEI Boston, is now in Manila as adjutant in the Army General Radio & Cable Section.

TOM HICKS, formerly in the radio department of Foote, Cone & Belding, New York, has joined American as copywriter in program and promotion department.

DUANE JOHNSON, service veteran with KOY Phoenix for past year, has been named program department continuity editor.

HARVEY TWYMAN, announcer with KOIL Omaha before entering the Coast Guard two years ago, has been awarded the Purple Heart for injuries sustained D-Day on Iwo Jima. He is combat radio correspondent using portable film recorder.

ERNEST TANNEN has been promoted to chief announcer of WSAP Portsmouth, Va.

LT. ERNEST W. RICKENBACKER, released from the Army, has joined announcing staff of WORD Spartanburg, S. C. **ACE RICKENBACKER,** his brother, is platter turner for station. **RICHARD K. ISLEY** shifts from engineering staff to announcing staff.

MAJ. MEREDITH WILLSON, musical director of AFRS Hollywood, is now on inactive duty and reportedly is to join MGM. He is former NBC western division musical director. **CAPT. WALTER SHUMAN,** composer-conductor, has taken over AFRS assignment.

ANTON M. LEADER, free lance director, has replaced **EARLE McGILL** as director of "Radio Readers Digest" on CBS for Campbell Soup Co.

ROY WALEY, released from AAF and formerly with KRE Berkeley and Dolan Agency, Hollywood, has joined KGO San Francisco as announcer.

VETERAN of many Pacific engagements, S/1c David Gaylor Cobb, former WSM Nashville announcer, in his spare time entertains shipmates as m.c. and star jerformer for shows presented aboard his cruiser.

GEORGE FENNEMAN, announcer of KGO San Francisco, has been transferred to American Hollywod staff.

GIL THOMAS, formerly of KQW San Francisco, has joined KFI Los Angeles as producer.

ROY GRANDEY, former producer of KGO San Francisco, has joined production staff of KQW San Francisco.

MARION BOYLE, new to radio, has joined production staff of KFRC San Francisco.

ART JONES, new to radio, has joined the San Jose studios of KQW San Francisco as announcer.

CHARLES (Chuck) WARREN, released from the Navy, has been added to production staff of KFRC San Francisco.

LLOYD DOCTER, former freelance writer, has joined NBC Hollywood continuity staff. **ETHEL BELL** has been transferred from network's San Francisco continuity department to Hollywood staff.

BOB KOONS, formerly with KTBI Tacoma, has shifted to KMO Tacoma announcing staff.

PVT. MICHAEL SHORR, former announcer of WJBK Detroit, is now announcer and newscaster at KMO Tacoma, Wash., on off-duty hours.

FRANK (Salty) MALLANTS, boating and fishing writer of WIOD Miami, has received honorary life membership in the Florida Tackle & Gun Club for his work in conservation of natural resources. Mr. Mallants is executive secretary of Florida Wild Life Federation.

WINSTON WILLIAMS, formerly of WKBB Dubuque, has joined WMT Cedar Rapids announcing staff.

ARTHUR J. SCOTT has joined WFCI Pawtucket, R. I., as announcer. He formerly was with WBTA KGVO WCOP.

HERBERT ELLIS, free lance, has joined KQW San Francisco as announcer.

WINN

LOUISVILLE
Home of the
Kentucky Derby

AMERICAN WINN BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago

HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

It took 360 HOURS OF CONTINUOUS COVERAGE

to put 62 unique localized programs on KFI's own line from San Francisco

KFI was on the job 24 hours a day, for fifteen days at the United Nations Conference... preparing interviews, forums and programs especially slanted to interpret the broad Conference actions in terms of their effect on the economic future of Southern California.

Needless to say such a localized coverage was different... difficult ...and taxed the physical resources of a special staff of analysts, announcers and engineers.

But this is just another example of KFI's conviction that radio owes an obligation to its local listeners and that public service is always a privilege and an opportunity to win a loyal listenership.

KFI ... **NBC** for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

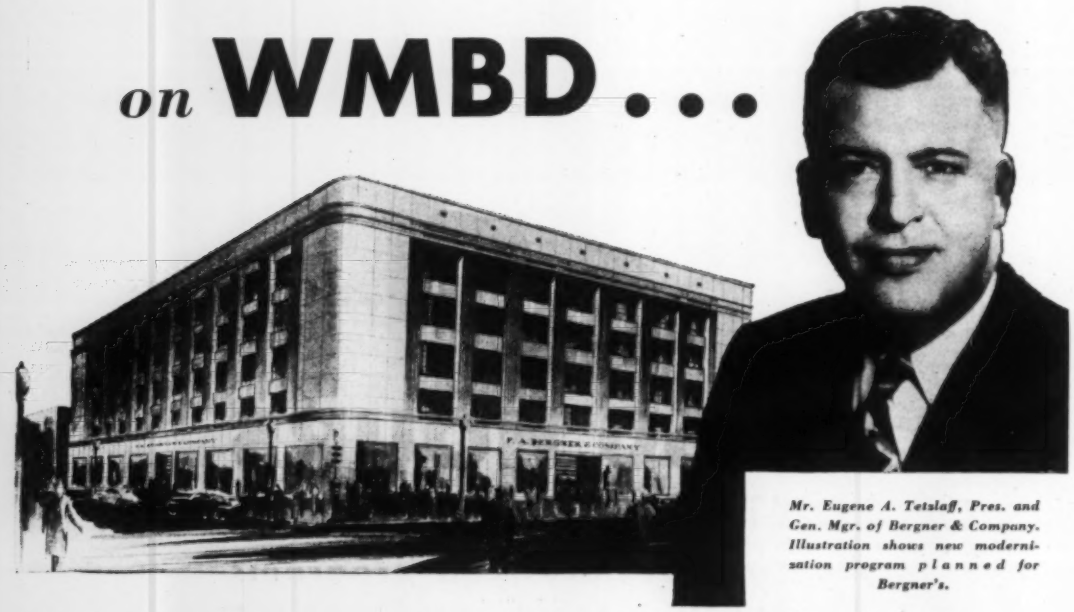
Earle C. Anthony, Inc.

1. Part of staff which maintained 24-hour coverage
2. Colorful interviews with Conference Delegates
3. Interpretation of events by Forum Discussions

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

13 Years *Continuously*

on WMBD . . .

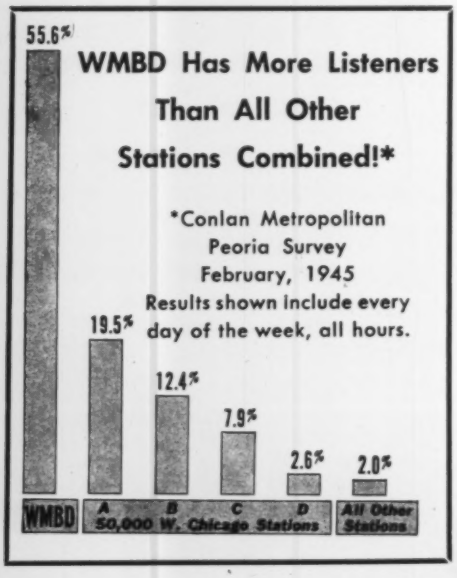


Mr. Eugene A. Tetzlaff, Pres. and Gen. Mgr. of Bergner & Company. Illustration shows new modernization program planned for Bergner's.

Helped Produce STEADY GROWTH for Bergner's

P. A. Bergner & Company sponsored their first program over WMBD in 1932. Results were so successful they have continued ever since, without interruption. Today P. A. Bergner & Company is one of Peoria's leading department stores and the organization continues to expand. Their third branch store is now being opened in a nearby city.

Mr. Tetzlaff, President and General Manager, comments: "WMBD has contributed immeasurably to our consistent growth. This popular radio station certainly reaches the people and builds sales."



FREE & PETERS, INC.
National Representatives

WMBD
Member CBS

PEORIAREA
Pop.614,200

ALLIED ARTS

JAMES G. BENNETT, formerly assistant advertising manager of American, has resigned to open his own program production organization, specializing in package shows. **AXEL GRUENBERG,** radio, stage and movie producer who most recently handled "Road Ahead" on American, will head production department. **TOBY DAVID,** radio actor will have charge of talent and transcriptions. **JAMES LAWRENCE FLY,** former FCC Chairman now maintaining a private law practice in New York, will be associated with the new company in charge of legal matters and in an advisory capacity.

MABEL GLEASON, librarian for engineering division of Stromberg-Carlson Co., Rochester, has been elected program chairman of Western New York Chapter of Special Libraries Assn.

ERNEST ANDERSON, formerly of D'Arcy Adv. Co., New York, has been named public relations director of Majestic Records Inc., New York, wholly-owned subsidiary of Majestic Radio & Television Corp.

STEWART-WARNER Corp., Chicago, has announced appointment of Appliance Distributors, Mt. Vernon, N. Y., as distributor for postwar radios in Westchester and Rockland counties.

GALVIN MFG. Co., Chicago (Motorola Radio), has appointed Overseas Industries Inc., Chicago, to act as export sales department for sets in all parts of the world outside the U. S.

CROSLEY Corp., Cincinnati, has appointed Cia Mexicana Electro-Mercantil S.A., Mexico City, as distributor in Federal District of Mexico and 16 Mexican states.

EDWARD J. RISING, former district manager of Pacific Coast operations for RCA, has been appointed manager of appliance and radio division of California Electric Supply Co., San Francisco, distributor of Crosley receivers and household appliances in northern California.

BESS HARRISON, former timebuyer and office manager of Foote, Cone & Belding, Hollywood, has joined Edmund L. Cashman Productions, newly organized radio production firm with headquarters in the Plaza Hotel, Hollywood, as office manager.

RUSSELL CASE, musician and arranger, has been appointed popular music director of RCA Victor for Victor and Bluebird records. Mr. Case has played with orchestras of Morton Gould, Al Goodman, Raymond Paige, Harry Sosnick.

JACK KAPP, president of Decca Records, New York, is in Hollywood for several weeks.

MARGARET KENT, formerly in radio department of A & S Lyon Inc., Beverly Hills, Cal., talent service, and prior to that associated with NBC Hollywood, has joined Samuel Goldwyn Inc. as director of radio relations, attached to publicity and advertising department headed by **LYNN FARNOL.**

C. C. CHAPELLE Co., marketing consultant, has moved Chicago headquarters to 188 W. Randolph St. Phone: Central 8814. Firm's New York address is 233 Broadway; phone: Rector 2-5640.

MICHAEL M. SILLERMAN, president, Keystone Broadcasting System, left New York July 10 for a four-week vacation and business trip to North Carolina.

Webster to Collins

GLENN E. WEBSTER, engineering supervisor with NBC for the past 14 years, has resigned to join the engineering staff of Collins Radio Co., transmitter manufacturers, Cedar Rapids, Iowa. Mr. Webster is in charge of the design and development of speech input and audio equipment for radio stations. He has been in radio engineering since 1925 and was chief engineer at several stations before joining NBC.

YOU MAY BE ABLE TO HURL A 17-INNING, NO-HIT GAME* —

BUT—YOU CAN'T PITCH AN "OUTSIDE" BROADCAST INTO WESTERN MICHIGAN!

Just as a catcher's mitt stops a ball, so does Western Michigan's barrier of fading *smother* radio broadcasts—even those from super-powerful stations in Chicago and Detroit!

So if you think folks hereabouts are listening to your programs from those points — this is to inform you they aren't.

Inside-the-wall stations are the only ones they can get with any dependability. And their favorites are the new combination—WKZO in Kalamazoo plus WJEF in Grand Rapids—which offers *complete coverage* of all Western Michigan, with non-fading signals, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. We would be happy to send you all the facts—or just ask Free & Peters!

* Fred Toney did it in his first season in organized baseball, Bluegrass League, 1909.

WKZO
CBS – FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Another KTSA FEATURE ★

Rush HUGHES and his SONG & DANCE PARADE

STARTING JULY 16TH

PARTICIPATING SPOTS UP TO 1 MINUTE AVAILABLE MONDAY THROUGH FRIDAY 4:30 TO 5 P. M.

Another "Top Name" is added to the long list of KTSA program features. This time it's RUSH HUGHES and his nationally famous "SONG & DANCE PARADE" which will be aired daily, Monday through Friday, 4:30 to 5 p.m. (via transcription) with participating spots up to 1 minute available. If you want to sell the KTSArea, here's your spot, your time and your station.

KTSA CBS SAN ANTONIO 550 ON THE DIAL

PROGRAMS

TWICE-DAILY six-weekly participation variety program has been started on WFBL Syracuse, sponsored by merchants and businessmen of Eastwood, suburban Syracuse community. Titled "Eastwood on Parade", new program features an orchestra, three soloists and transcriptions. Because of the large number of advertisers it was necessary to schedule both a morning and afternoon program.

Mutual Drama Series

MUTUAL on July 31 starts half-hour weekly dramatic program titled "Return to Duty", telling true story of two American soldiers, their overseas experiences and changes made in them by the war. The two soldiers whose war stories are used were selected after months of interviews with servicemen in military hospitals throughout the country. Program replaces "Wings for Tomorrow".

ARC Records

NBC Radio Recording division is preparing quarter-hour dramatized series of 32 recordings for the American Red Cross, titled "You Were There", to be ready for broadcast Sept. 23. Twenty-four five-minute talks on Red Cross services, featuring name talent, will be offered as bonus records to stations which carry "You Were There". Entire series will be distributed nationally by ARC.

Handy Man

HANDY man around the house with ideas for running a home is format of "The Handy Man", heard 9:35-9:45 a.m. five-weekly on WNEW New York starting July 16. Program uses comments and humor from "The Handy Household Manual", written by Jack B. Creamer and to be published by Ziff-Davis Co. Aug. 1.

Foreign Relations

CANADA'S RELATIONS with foreign countries and other nations of the British Commonwealth are to be reviewed in a new weekly program series "The World and Ourselves" on the CBC Trans-Canadian network. Program will deal with functions of Canadian Dept. of External Affairs.

On Japan's Leaders

CBS on July 14 started new ten-week series of programs, "Ten From Tokyo", documentary dramatization of biographies of Japan's leaders designed to give a broader concept of the enemy in the Pacific. Program replaces "Builders of Victory" now in 3:45-4 p.m. spot on full network.

Fashion Luncheon

FEATURE program started by WGBS Miami, "Wednesday at the Roney", combines styles featured at the Wednesday fashion show of The Roney Plaza Hotel, Miami Beach, with luncheon interviews of guests and models. Half-hour program is transcribed and broadcast 9-9:30 p.m.

Visits to Listeners

TWICE weekly Betti Allen of WWDC Washington takes her listeners into the homes of Capital housewives, broadcasting interviews from parlor, bedroom, dining room or kitchen. New program, "Betti Goes Visiting", is heard Tuesday and Wednesday 10:15-10:30 a.m.

Service News

ENTERTAINMENT and recreational facilities available to service men and women in New York are described in "Weekend Pass", broadcast Saturday 5:30-6 p.m. on WNYC New York in cooperation with local Defense Recreation Committee.

Police Coverage

COVERAGE of local police department with emphasis on safety promotion is new department of twice-daily newscasts by Dick Campbell on KOME Tulsa, Okla.

WAAT Youth Forum

PRESENTED in cooperation with North Jersey schools, "Junior Town Meeting of the Air" starting about Oct. 1 will be sponsored for 52 weeks on WAAT Newark by Kresge-Newark Dept. Store. Private, parochial and public school students will have opportunity for self-expression on subjects of current interest to youth today. Program will be under direction of Robert B. MacDougall, WAAT educational director. Contract placed direct.

TRANSCRIPTIONS of broadcast of the launching of cruiser "Oregon City" are presented by J. B. Conley (r), gen. mgr. KEX Portland, to officials of namesake city, Morris Holman (l), ship's committee chairman, and Mayor W. G. Krueger. Program was recreation from on-the-scene recordings made by WBZ Boston as a public service.

Theater Interviews

INTERVIEWS with stars backstage and audience at Montclair (N. J.) Theater compose "The Romance of Summer Stock", new weekly half-hour feature of WPAT Paterson, N. J.

Near Hits

NBC has started "Port of Missing Hits" in the 8-8:30 p.m. Saturday evening period for summer. Program presents hit tunes and others which missed success, attempting to explain reasons.

Local Civil Service

CIVIL Service topics as pertaining to county and municipal employes are presented on new weekly quarter-hour program on WFAS White Plains, N. Y.

Farm Journal

FARM program titled "Farm and Ranch Journal of the Air" 5:30-6:45 a.m. Monday thru Saturday, has started on KTUL Tulsa.

Interim 'Salutes'

TREASURY War Finance Division *Treasury Salute* quarter-hour discs have been ordered by approximately 600 stations for use during the interim period before the Eighth War Loan. Individualized publicity material for the programs is being prepared and released weekly for use by stations in local papers.

B. N. Eppelbaum

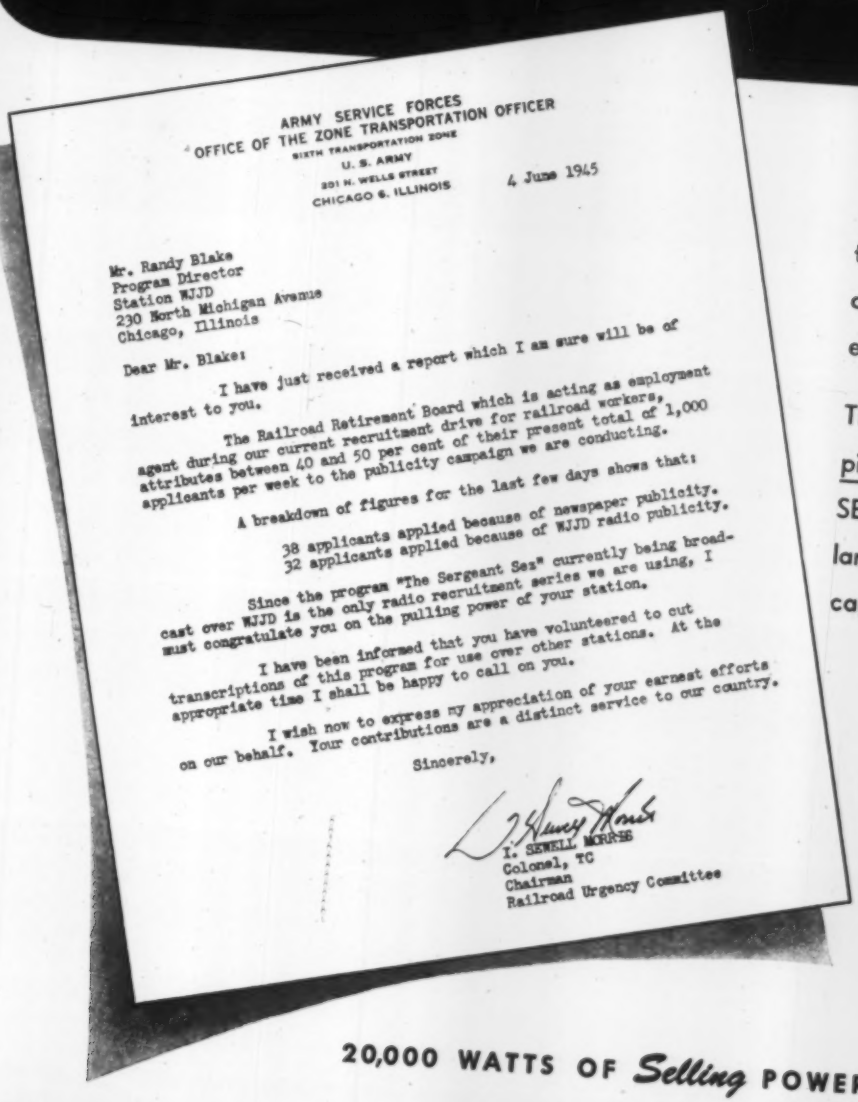
BER NOCHEM EPPELBAUM, 56, news commentator of WDAS Philadelphia and author of several books, died July 1 in University Hospital, Philadelphia, after being stricken by the heat the previous day. He presented news commentaries on the station's Jewish programs.

truth...

FROM BILLBOARD (JUNE 2, 1945)

"At WJJD, the concentration has been on public service shows ever since Marshall Field bought the station and put it under the management of Art Harre. Station does not throw on public service shows just to get the pesky time seekers away from the door. It really produces them, and has expanded its public service time by 73%."

and consequence



ARMY SERVICE FORCES
OFFICE OF THE ZONE TRANSPORTATION OFFICER
SIXTH TRANSPORTATION ZONE
U. S. ARMY
201 N. WELLS STREET
CHICAGO 6, ILLINOIS

4 June 1945

Mr. Randy Blake
Program Director
Station WJJD
230 North Michigan Avenue
Chicago, Illinois

Dear Mr. Blake:

I have just received a report which I am sure will be of interest to you.

The Railroad Retirement Board which is acting as employment agent during our current recruitment drive for railroad workers, attributes between 40 and 50 per cent of their present total of 1,000 applicants per week to the publicity campaign we are conducting.

A breakdown of figures for the last few days shows that:

38 applicants applied because of newspaper publicity.
32 applicants applied because of WJJD radio publicity.

Since the program "The Sergeant Sez" currently being broadcast over WJJD is the only radio recruitment series we are using, I must congratulate you on the pulling power of your station.

I have been informed that you have volunteered to cut transcriptions of this program for use over other stations. At the appropriate time I shall be happy to call on you.

I wish now to express my appreciation of your earnest efforts on our behalf. Your contributions are a distinct service to our country.

Sincerely,

I. SEWELL MORRIS
Colonel, TC
Chairman
Railroad Urgency Committee

★ We believe in programming on the new WJJD. We believe showmanship can make public service programs vital . . . entertaining . . . dial-appealing.

This is the policy of the new WJJD—the pitch behind its 20,000 watts of potent SELLING POWER . . . delivered into the largest coverage area offered by any Chicago station . . . regardless of power.

THE NEW WJJD
1160 ON YOUR DIAL
CHICAGO

20,000 WATTS OF *Selling* POWER

A *Marshall Field* STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER

WE DON'T EVEN PEEP AT WINDY CORNER (KY.)

Judging from its name, there might be some fascinating sights in that tiny Kentucky metropolis, but somehow WAVE doesn't seem interested! Maybe we're growing old, or maybe we're rightly contented with the rich and ripened charms of the Louisville Trading Area. *What* charms, you ask? Well, just more industry, more wealth, than you'll find in the rest of Kentucky combined! *We* should get dust in our eyes at Windy Corner! Should you?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

WHBQ

Your MUTUAL Friend

E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

•

ANOTHER WINNING
1-MINUTE AVAILABILITY
4:45 DAILY
Between
4.7 and 5.5
shows
Wire or Call
WHBQ or Rambeau

Represented by RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

AGENCIES

RALPH M. SPANGLER, formerly public relations officer for War Shipping Adm., Pacific area, has established his own Los Angeles advertising agency under firm name of Advertisers Production Agency, 810 W. 6th St. Accounts include Eagle Oil & Refining Co.; Banson Products Co., and Morman Island Boat Works.

LT. COMDR. PAUL HOLMAN FAUST, vice-president and director of Mitchell-Faust Adv., Chicago, now on inactive duty, has been commended by Fleet Adm. Chester W. Nimitz for meritorious conduct in performance of duties as welfare and recreation officer with Service Squadron, South Pacific Forces.

Comdr. Faust

CARROLL O'MERA, account contact and assistant to **WILLIAM BLEES,** Hollywood vice-president of Young & Rubicam, is the father of a boy born in Los Angeles on July 6.

GALE MITCHELL has joined Glasser-Galley Co., Los Angeles, as assistant time-buyer.

FRANK O'CONNOR, formerly of J. Walter Thompson Co. and now in the Army, is producing "GI Journal" for AFRS.

WARREN DEAN BLACK, former head of his own agency in Los Angeles and AAF lieutenant, has joined Henry J. Kaufman & Assoc., Washington, as production manager.

PAUL TERRY, radio director of Dana Jones Co., Los Angeles agency, has shifted to Advertising Counselors of Arizona, Phoenix, in similar capacity, with added duties of copy chief.

MICHAEL DAVENPORT, released from AAF, and formerly in program traffic and production division of Oklahoma Network, has joined research and copy department of Hixson-O'Donnell Adv., Los Angeles. **TYLER McDONALD,** released from Marines, has also joined agency as copywriter and account contact.

KAY ALBERT, former production manager of Garfield & Guild, San Francisco, has been named fashion account executive.

HELEN JOBE, formerly of Will Grant Adv., Los Angeles, has joined Brisacher, Van Norden & Staff, Los Angeles, as production manager succeeding **ELIZABETH LIGHTBOURN,** to Milton Weinberg Adv. Co., Los Angeles, in similar capacity.

NEWS

IRENE KUHN, veteran newspaperwoman and reported first woman news commentator in the Orient, leaves shortly for Chungking to broadcast for NBC for several months. Mrs. Kuhn, whose autobiography, "Assigned to Adventure" made best-seller lists, lived in the Far East before the war and handled news broadcasts on local stations in China.

JULIAN ANTHONY, formerly with American newsroom in New York, has joined KGO San Francisco as monitor for network's listening post.

WILLIAM F. MITTEN, former Camden, N. J., and Boston newscaster, has been named news editor of WFEA Manchester, N. H.

EDWARD H. DICKSON, formerly of the Sacramento (Cal.) Bee, has been appointed a Washington, D. C., staff writer of the McClatchy newspaper and radio organization.

HAROLD WADSWORTH, engineer-war correspondent of CBC, has returned from overseas to CNO Ottawa.

Army Hospitals Trying 'Hushatone' Receivers

USING individual "hushatone" receivers tied into a four-channel radio and PA system, Percy Jones General Hospital, Battle Creek, Mich., has become the first of the Army general hospitals to be so equipped. Similar installations are planned in 33 others.

Network programs are picked up on two of the channels and live shows from a nearby radio station are fed on the other two. The receivers are turned on by pulling a string hanging from a rotary switch above the head of the bed.

TECHNICAL

ANDREW MERCIER, for ten years with CBS engineering department, has been named assistant supervisor of the television studio technical operations of WCBW New York.

DAVID J. FINN, former Chicago regional sales manager for RCA Victor, has been named manager of the RCA tube division renewal sales department. Creation of new position is first step, RCA officials said, in program designed to give more effective and efficient service to tube and parts distributors and their customers, service men and new retail outlets. Mr. Finn has been with RCA since 1930.

Mr. Finn

GARRARD MOUNTJOY, in charge of research and development work in the radio division of Lear Inc., New York, is now head of all research and development work in New York laboratories. He replaces **RICHARD A. MARSEN,** who has resigned to become a full-time patent attorney. Mr. Marsen will act as patent counsel for Lear.

CAPT. WALTER M. SCHWARTZ Jr., president of the Proctor Electric Co., Philadelphia, returned to the U. S. after 42 months overseas and 18 months in a German prison camp just in time to witness presentation of Army-Navy "E" award to firm's employes and management. Proctor Co., peacetime manufacturer of household electric appliances, is a division of Proctor & Schwartz Inc., Philadelphia.

S1/c HARL HOCKEBORN, former control room engineer of WFBL Syracuse, has completed primary Navy training at Del Monte, Cal., and is now at Corpus Christi, Tex.

J. J. CLUNE, with National Union Radio Corp. since 1930, has been appointed sales manager of the distributor division and will combine his new duties with those as head of National Union war service department which he has directed since outbreak of the war.

CORP. FRANK BARTOL, former control room engineer with WEEI Boston, is now with the Army Signal Corps on Guam and is repairing radio sets and movie machines. **SGT. WALTER LANNON,** also former control engineer, is in the Marianas with the Army as chief engineer of WXLD, Mosqueto Network station.

DEL WAKEMAN, former vice-president and manager of Keeling & Co., Indianapolis agency, is new advertising manager of Magnavox Co., with headquarters at Fort Wayne, Ind., plant.

It brings RESULTS!

The proper setting does wonders for a proposal. For product acceptance, to turn "no" into "yes", WLAW can help you win over New England's 3rd Largest Concentrated Audience.

WLAW

LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 KC.

Daytime Coverage
1,902,591
Nighttime Coverage
1,569,794

NATIONAL REPRESENTATIVES:
WEED & CO.

KFMB Sells SAN DIEGO

We Can Sell It For You

90% of the entire county population (373,500 civilian people) is concentrated in Metropolitan San Diego . . . in an area within 15 miles of our antenna . . . They must depend on KFMB alone for primary, easy-to-listen-to service from our network. To cover them properly . . . they must be covered from within!! KFMB can do the job for you, too!!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

Staff Conference with News in the making. Left to right: Walter B. Haase, Station Mgr.; George B. Armstead; Harvey Olson, Program Director; William F. Malo, Commercial Mgr.

George B. Armstead, WDRC's News Interpreter

☆ Covers San Francisco for Connecticut ☆

George B. Armstead was one of the few accredited correspondents, from an independent radio station, to cover the World Security Conference.

Connecticut listeners had his first-hand daily reports over WDRC from San Francisco, and he served both the Conference and Connecticut with his capable, temperate and objective reporting.

People here rely upon George B. Armstead for his interpretation of the news. He is heard exclusively on WDRC, Monday through Friday, at 6:30 p. m. He has an excellent Hooper rating, and is available for sponsorship.

Write William F. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut, for full details.

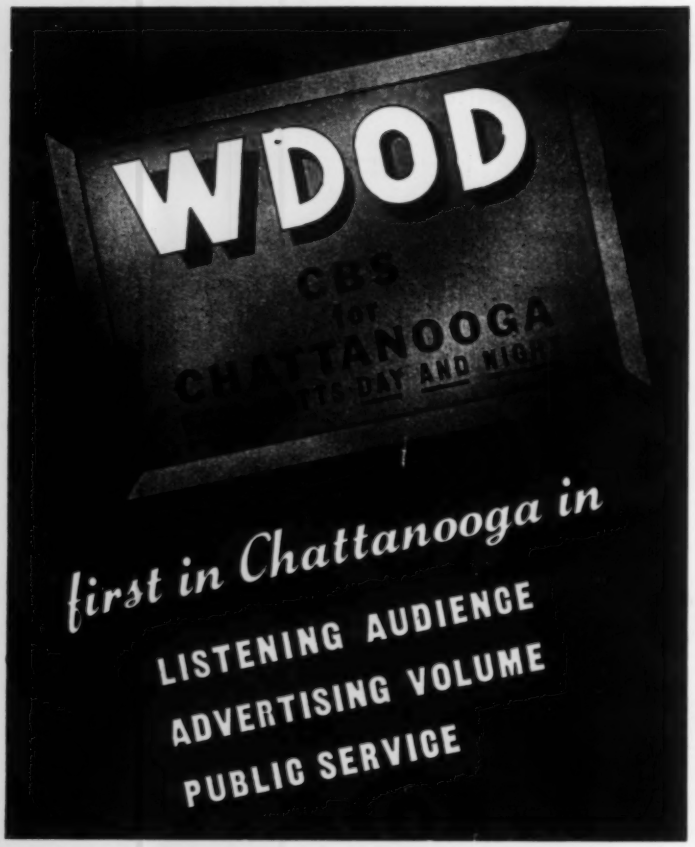
WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

First Place In Hartford—In Billboard's Annual Publicity Poll

Our thanks to Billboard, and the newspaper radio editors whose ballots brought WDRC this award.

"Come upstairs and I'll show you the rest of the WJW chart"

Going up! You have to look up to follow the rapid rise of WJW in Cleveland. In the nation's 7th largest, 5th richest, 3rd most densely populated area . . . WJW retail advertising is now 42% greater *than that of any other Cleveland station.*



SPONSORS

BEAUMONT Co., St. Louis, will start its fall-winter radio campaign for Four Way cold tablets September 1 with three to five weekly announcements for 18 to 23 weeks on 42 stations in major markets. Month later company will launch a thrice-weekly five-minute noontime show on Mutual featuring Cliff Edwards, and same time will start five-minute Sunday afternoon newscast on American. Account is placed thru Donahue & Coe, New York.

SOUTH CAROLINA Peach Growers Assn., Spartanburg, will start two-week spot announcement campaign July 18 on approximately 50 stations. Agency is Paris & Peart, New York.

HAMILTON RADIO Corp., New York, is planning fall spot announcement campaign for Olympic Radio line to start as soon as production of civilian sets begins. Agency is Sherman K. Ellis Inc., New York.

BROADWAY DEPT. Store, Los Angeles, adding to heavy schedule on southern California stations on July 10 started weekly quarter-hour "Fashion Forum and Sewing School" on KMPC Hollywood. Contract is for 52 weeks. Agency is Lee Ringer Adv., Los Angeles.

BERRY MOTORS, Los Angeles (used cars), new to radio, on July 16 starts daily quarter-hour newscast on KFAC Los Angeles. Contract is for 52 weeks. Other local stations will be added. The Tullis Co., Los Angeles, has account.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts, peanut oil), has appointed Raymond R. Morgan Co., Hollywood, to handle advertising effective Oct. 1. Honig-Cooper Co., San Francisco, currently services account. Radio will continue to be used.

SOUTHERN CALIFORNIA TELEPHONE Co., Los Angeles, to discourage long distance calls, on July 13 started varied schedule of spot announcements on 19 southern California stations. List includes: KFI KECA KNX KMTR KFVD KFWB KMPC KRKD KGFJ KFAC KPAS KIEV KWKW KPRO KVOE KXO KGB KFSD KFMB. Contracts are for 13 weeks, with possible expansion of campaign thru December. The Mayers Co., Los Angeles, has account.

SEARS ROEBUCK & Co., Los Angeles, in four-week fur coat sale campaign during August, will use total of 347 transcribed spot announcements on 11 Los Angeles area stations. List includes KFI KNX KHJ KMPC KECA KFWB KFVD KIEV KPAS KRKD KFAC. Agency is The Mayers Co., Los Angeles.

AIRPLANE CHARTER LINES, Los Angeles, to promote service of chartered planes without priorities, has started a schedule of spot announcements on KFAC KMPC KMTR. Agency is Smith, Bull & McCreery Adv., Hollywood.

PLYMOUTH SHOPS, New York, July 18 starts weekly half-hour broadcast on WJZ New York featuring Broadway gossip by Lee Mortimer, New York Mirror columnist. Contract for 52 weeks placed by Sterling Adv., New York.

P. J. NEE FURNITURE Co., Washington, heavy local radio advertiser, July 21 begins half-hour music and dramatic show "Way Back When" on WRC Washington, Saturday 7:30-8 p.m. Contract for 52 weeks placed thru Harwood Martin Adv., Washington.

MAIER BREWING Co., Los Angeles, on July 11 started weekly half-hour "Jobs for G.I.'s" on KECA Hollywood, presented in cooperation with Hollywood Veterans division of U. S. Employment Service. Contract is for 52 weeks. Firm also sponsors daily horse race results on KWKW Pasadena. Agency is Milton Weinberg Adv. Co., Los Angeles.

YOUNG'S Merchandising Corp., New York chain of retail men's hat stores, July 10 started 52-week sponsorship of the Tuesday, Thursday and Saturday broadcasts of "News with Don Goddard", 7:30-7:45 a.m., on WEAF New York. Agency is Hirshon-Garfield, New York.

QUINCY LABS., Chicago, has appointed Jim Ward & Co., Chicago, as agency.

SAN MARCO MOTORS, St. Augustine, Fla., has signed 52-week contract for sponsorship of "Pat Calhoun's Sports Parade" daily on WFOY St. Augustine. Station now has three auto dealers sponsoring regular programs.

KARL D. FRANKE, sales and advertising manager of Hydrox Corp., Chappell Ice Cream Inc. and Thompson Ice Cream Co., operating ice cream companies of National Dairies Products Corp. in metropolitan Chicago, northern Illinois and northwest Indiana, has been elected president of Chicago Sales Executives Club for 1945-46. He succeeds **RALPH KELLER**, Chicago representative, George A. Hormel & Co.

GOLDEN WEST BREWING Co., Oakland, Cal., has started twice-weekly quarter-hour Acapella choir program on KGO San Francisco. Knollin Adv., San Francisco, has account.

MARKET LAUNDRY, Oakland, Cal., has started weekly half-hour recorded "Masters of Rhythm" on KROW Oakland thru George A. Cummings Agency, Oakland.

DAVIDSON & LICHT Jewelry Co., Oakland, Cal., with lifting of wartime restrictions has resumed sponsorship of man-on-the-street program five-weekly on KROW Oakland. Contract is for 52 weeks.

GOLDEN RULE FURNITURE Co., Oakland, Cal., placing direct, has started thrice-weekly quarter-hour "On the Record" on KROW Oakland.

HOLLYWOOD FUR SHOPPE, Oakland, Cal., placing direct, has started thrice-weekly early morning quarter-hour "Wake Up and Live" on KROW Oakland.

R. M. HOLLINGSHEAD Corp., Camden, N. J. (Whiz polish), on Aug. 15 starts weekly quarter-hour participation in "Meet the Missus" on 10 CBS western stations. Agency is Aitken-Kynett Co., Philadelphia. I. GINSBERG & Bros., New York (Queen Make dresses), on Aug. 20 starts similar schedule in that program with placement through Abbott Kimball Co., New York. Current list of additional sponsors includes MJB Co., San Francisco (rice, tea); L. B. Labs. Inc., Los Angeles (hair oil); Edison Bros. Stores, Los Angeles (shoes); P. Duff & Sons, Pittsburgh (Ready-to-Bake mixes); Colonial Dames Inc., Los Angeles (cosmetics).

NEIMAN FURNITURE Co., Chicago, has appointed Goldman & Gross Adv., Chicago, to handle account.

TOM SKINNER, for three years vice-president and general manager of the D-N-X Engine Corp., has returned to Ford Motor Co. as assistant director of sales and advertising.

NATIONAL BOARD of Fire Underwriters, New York, will begin sponsorship of Earl Godwin, Washington commentator, 8:15-30 p.m. (EWT) Thursday, on American effective July 19. Contract for 52 weeks placed thru MacFarland, Aveyard & Co., New York.

M. A. HANNA Co. and Hanna Coal dealers in New England now sponsor half-hour transcribed "Boston Blackie" on stations in New York, Pennsylvania, Maryland and New England states.

HOPE Inc., New York, has appointed Grant Adv., New York, to handle radio advertising of Quickdent Tablets.

ANDREW JERGENS Co., Cincinnati, for Woodbury dry skin cream, has started participations in a number of women's programs on KFRC WTIC WTOP WGN KRNT WBAL WTAM WCAU KTRH. Campaign is for 26 weeks. Agency is Lennen & Mitchell, New York.

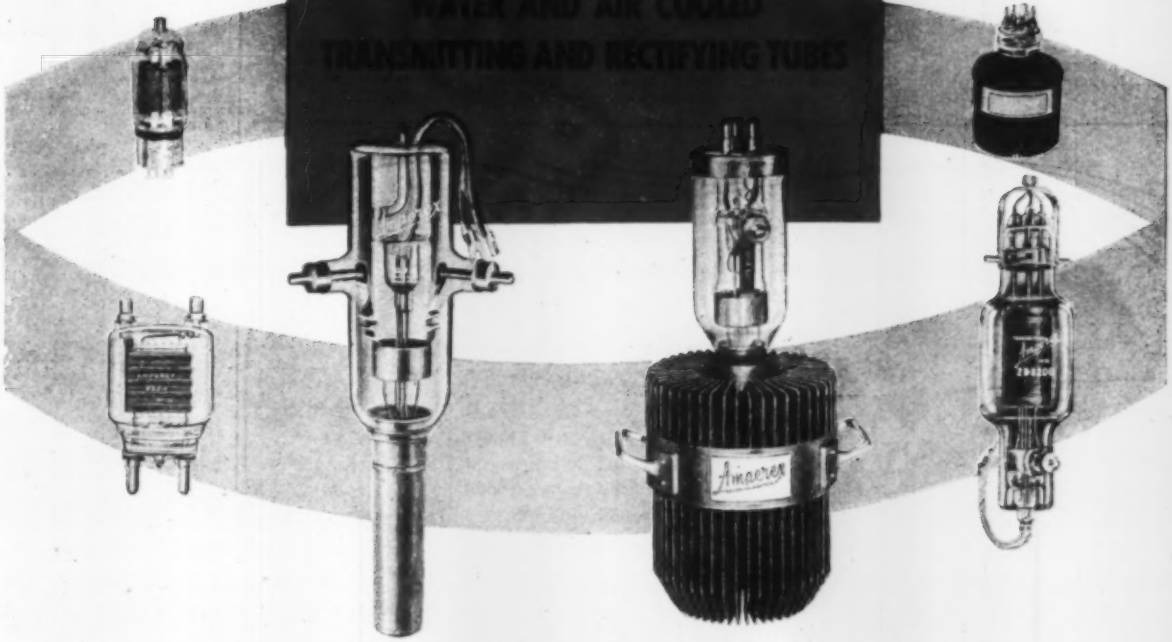
NEW HAVEN Savings Bank, New Haven, Conn., has apointed Albert Woodley Co., New York, to handle advertising. Firm is now using spot campaign on WELI WNHC New Haven, with possible campaign increase in fall.

BEAUNIT MILLS Inc., New York (Beaunit fabrics), expects to start a radio campaign latter part of fall. Agency is Norman D. Waters & Assoc., New York.

(Continued on page 60)

Why AMPEREX

WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES



Colloquially speaking, we of *Amperex* have "broken our necks" to provide dependable service to our customers during these war years. This statement, we feel sure, will be supported by those who have made us their source of tube supply. Important to note is that the "Amperextra" of dependable service has been matched by the "Amperextra" of dependable quality. In commercial broadcasting — AM, FM, Television — in electro-medical apparatus, in communications systems, in industrial applications, *Amperex* tubes have delivered and still are delivering high efficiency over a longer period of time. The *Amperex* Application Engineering Department, another "Amperextra", will be glad to work with you on present or postwar problems. *This is Service.*

Many of our standard tube types are now available through leading radio equipment distributors.

AMPEREX
... the high performance tube

AMPEREX ELECTRONIC CORPORATION

25 Washington St., Brooklyn 1, N. Y., Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"
Canadian Distributor: Rogers Electronic Tubes, Limited • 622 Fleet Street West, Toronto

WASTEPAPER IS VITAL WAR EQUIPMENT...SAVE EVERY SCRAP

SPONSORS

(*Continued from page 58*)

J. WALTER THOMPSON Co., Santiago, Chile, has been appointed to handle advertising for the following accounts: Cia. de Seguros La Chilena (insurance), Corp. Chilena de Broadcasting, Assoc. Norte-Americana de Cooperacion en Chile (Co-ordinator of Inter-American Affairs). Kodak Chilena Ltd. (Kodak Film Co.).

PACIFIC GAS & ELECTRIC Co., San Francisco, has appointed BBDO San Francisco to handle national advertising.

CALIFORNIA Processors & Growers Inc., Oakland (cooperative), in help wanted campaign during canning season is using spot announcement schedules on northern California stations. Agency is Foote, Cone & Belding, San Francisco.

LIQUA-ZONE Co., San Jose, Cal. (soap manufacturer), has appointed Cosby & Cooper Adv., San Francisco, to service account.

SAN FERNANDO VALLEY Home News, North Hollywood, Cal. (institutional), to announce start of publication and policy, is sponsoring weekly quarter-hour recorded musical program on KMPC Hollywood. Contract for 13 weeks started June 30. Agency is Walter R. Carle Adv., Hollywood.

EASTERN WINE Corp., New York (Chateau Martin wines), has appointed Robert Feldman Radio Adv., New York, to handle advertising. Company is scheduled to launch spot campaign in fall.

MAURELLA PRODUCTS, New York (Nutri-Cola and Flower Petals), has appointed Robert Feldman Radio Adv., New York, to handle account. Radio is considered for fall campaign.

BU-TAY PRODUCTS Inc., Los Angeles (Rain Drops, detergent), with adding of new markets and schedule revision, in early July started participation in "Happy Kitchen" on KMBC; "Ladies Only" on KABC; "Dawn Busters" on WWL; "Top O' the Morning" and "Grenadiers" on WTMJ; "Hospitality House" on KWJJ; "Ted Nabors" on KTRH. Bu-Tay also sponsors weekly participation in "Meet the Missus" on eight CBS Pacific stations and uses daily spots on KFVD and KGKO. Agency is Glasser-Gailey & Co., Los Angeles.

PROMOTION

Personnel

RITA HURWICK, formerly of script writing and publicity staff of WHP Harrisburg, has been named publicity director of WOV New York, replacing **LOLA WOURSELL** who is taking two month's rest.

BOB BREEN, WMT Cedar Rapids merchandising manager, on June 23 married Emma M. Peterson.

ROBERT P. CIALONI has resigned as assistant promotion and publicity director of WIP Philadelphia.

EDWARD L. SCHOEN, picture editor of WGN Chicago, resigns July 21 to join the publicity and exploitation department of Warner Bros.

JOE SEIFERTH, audience promotion manager of WJZ New York and director of station's Bond-selling Victory Troupe, is in New York Polyclinic Hospital with serious knee injuries suffered during rehearsal July 8 for a performance at Pine Lake, N. Y. Despite dislocated knee and torn cartilage, Mr. Seiferth continued with the show which sold $200,000 worth of War Bonds.

V-E Coverage

IN A 16-page picture booklet, NBC reviews highlights of its video coverage of V-E Day, when its television station WNBT presented an uninterrupted 14-hour program, longest video show to date. Titled "May 8, 1945", book's front cover pictures video camera on roof of the Astor Hotel, New York, with milling throngs massed below in Times Square.

WELI Paper

EIGHT page illustrated newspaper of radio news and programs is now published by WELI New Haven, Conn., and distributed to 50,000 homes in the area. Issued monthly, house organ was ventured because local newspapers refuse to sell display ads or to give program listings, although carrying listings of New York stations.

Music Store Tie-Ups

PLUGGING "Radio's Song of the Week", 51 New England stations have secured the cooperation of more than 500 music dealers to display copies of the song and records in show windows while stations are broadcasting selection. Selection committee is headed by Walter Haase, general manager of WDRC Hartford and originator of the plan.

Tele Station Model

ALLEN B. DuMONT Labs., New York, is building a 5 x 6 foot miniature model of a representative postwar television station to go into the "Toledo of Tomorrow" display now showing in Toledo's Zoological Gardens. Model will show a simple, workable and economically sound television station designed for a medium-sized operation.

RCA Brochure

1945 EDITION of "RCA—What It Is, What It Does", has been published by the company. Profusely illustrated, the 48-page brochure in question and answer form presents basic information about RCA broadcasting, research, television, manufacturing and communications activities.

Ziv Brochure

MULTI-COLORED promotion booklet has been prepared by Frederic W. Ziv Co., Cincinnati radio production firm, on "Your Pleasure Parade", transcribed musical program. Piece is illustrated with participating talent. Samples of newspaper promotion stories and ads for program are included.

Tulsa Booklet

EXTENSIVE data on Tulsa, Okla., is contained in "Measuring Tulsa Industrially", brochure prepared by Watts, Payne Adv., Tulsa, for local Chamber of Commerce. Available from the chamber on request, illustrated booklet emphasizes city's strategic location, established industries and financial status.

Baby Contest

B. MEIER & SONS, New York, maker of Golden Center Wheat Germ and a sponsor of WOR New York program "Uncle Don", is staging a contest for the healthiest child at Palisades Park, N. J., July 28. Contest will be broadcast.

Local Sports

INSTEAD of usual sustained airing of local sports events, KGV Pittsburgh is presenting weekly hour program of wrestling and boxing from Hickory Park, which has contracted for time to promote advantages of the park and sports features.

WAYNE KING

Honorably discharged from the U. S. Army, Wayne King is back on the bandstand in the Jack Benny Spot on NBC which he has taken over for the summer months.

Wayne reached the top the hard way . . . held all sorts of odd jobs while learning to play the saxophone . . . got his first orchestra job in a Chicago theater . . . started his own band shortly afterwards, and his dreamy waltz music clicked from the start . . . countless imitators of the "Waltz King's" style are a tribute to his great popularity.

His Newest RECORD Hit — REMEMBER WHEN — Recorded on Victor 20-1673

THESE THINGS YOU LEFT ME / WE COULD MAKE SUCH BEAUTIFUL MUSIC	Vic. 27358
DAWN / 'TILL REVEILLE	Vic. 27511
MISIRLOU / TIME CHANGES EVERY TIME	Vic. 27694
AMOR / GINGER FLOWER	Vic. 27797
JUMPIN' JUPITER	Vic. 27575

For complete listings of BMI-Licensed titles recorded by the nation's favorite artists, consult your BMI DISC DATA or write for this special service.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York • Chicago • Hollywood

Federal
presents
COMPLETE
FM TRANSMITTERS
1-3-10-50 KW

ALL NEW — incorporating new techniques, new circuits, new tubes.

NEW TRANSMITTERS . . . with impressive high fidelity, low harmonic distortion, low hum level . . . with outputs of 1, 3, 10 and 50 kilowatts . . . plus ample operating safeguards.

The basic unit is the exciter, generating 250 watts of RF power. Its design permits adding power units as desired . . . at any time . . . in selected steps that make possible the different outputs.

NEW ANTENNAS . . . of two or more loops with two or more half-wave elements, are factory tuned for easy installation. Standard coaxial lines feed them.

NEW POWER TUBES . . . highly efficient, incorporate notable Federal achievements in design and production. They assure long, dependable performance in FM broadcasting.

Look to Federal for the finest in FM equipment.

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

Los Angeles

(Continued from page 22)

tle and Portland coverage. Haas Bros., San Francisco (Trupak fine foods), has started in Northern California.

Among coffee accounts, J. A. Folger & Co., San Francisco, renewing for 52 weeks in August thrice-weekly news on 40 Don Lee Pacific stations. MJB Co., San Francisco, continues participation in *Meet the Missus* on 10 CBS western stations. Huggins-Young Co., Los Angeles, tested Cedric Foster commentary on KHJ, and is pondering regional campaign through Glasser-Gailey & Co.

From east of Rockies, Milano Food Products, Chicago (1890 French dressing), through Garfield & Guild, has spot campaign in Northern California to augment Los Angeles and San Diego coverage. Armour & Co., Chicago (meats, dairy products), has renewed CBS *Hedda Hopper's Hollywood* for 52 weeks.

Among bread and bakery accounts, Barbara Ann Baking Co., Los Angeles, increased its Southern California schedule in June. Interstate Bakeries Corp., Los Angeles, adds to California news and renews thrice-weekly *Lone Ranger* on Don Lee California stations. Fisher Flouring Mills Co., Seattle (cereals), added twice-weekly participation in *What's Doing, Ladies?* on American West Coast stations to *Bob Nichols' Radio Parade.* Concern also sponsors *James Abbe Observes* on 27 American western stations five-weekly through Pacific National Adv. Agency.

Age Calculator

FOND but puzzled parent asked WGN Chicago for the date back in 1940, probably a Friday in April, on which it gave free tickets to all the Smiths for a program called *Whispering Smith.* On that day a child was born to the parent but there is no record and a birth certificate was desired for the offspring. Scanning its records WGN found it broadcast a premier of *Whispering Smith* Friday, Feb. 28, 1941 so the parent has a child 4 years 4 months old, a year younger than the age estimated.

Albers Milling Co., Seattle (cereals) has five-weekly *Albers Homemakers' Hour* on 8 NBC Pacific stations, while Sperry Flour Co., San Francisco (waffle flour) sponsors Sam Hayes news, and *This Woman's Secret* on NBC Pacific.

Petri Wine Co., San Francisco has renewed *Sherlock Holmes* on Mutual-Don Lee effective Sept. to fall of 1948. Sante Fe Vintage Co., Los Angeles, out of radio three years, in late June started four weekly spots on KECA, with spots in California's major markets.

Tivoli Brewing Co., Los Angeles started spots on several Los Angeles stations. Rainier Brewing Co., San Francisco, renewed weekly American Network series, *Murder Will Out.* Peralta Wine Co. is active (see Safeway Stores). Pacific Brewing & Malting Co., San Francisco, is using local radio. Beverage accounts such as Nehi Corp. (Par-T-Pak) have become all-year-around users of spot radio. Royal Crown Cola also carries heavy spot schedule.

Cosmetics Expanding

Cosmetic accounts have been active recently with expansion dependent upon materials and manpower. Colonial Dames Inc., Los Angeles, may add spot campaign and transcribed five-minute discs to exploit cooperation with local dealers and clean up weak spots in sales area. Sales Builders Inc. (Max Factor), has not announced fall plans. Vonett Sales Co., Los Angeles, potential national user of radio, is testing with women's program on KECA. Avon Products, Los Angeles, has postwar expansion plans.

42 Products Inc., Los Angeles (hair oil, shampoo), heavy regional net and spot user, in mid-July expands CBS *This Is My Story* to inter-mountain area as well as to two Hawaiian stations. *Smile Time* on Don Lee is being expanded.

Hassenstein Co., Hollywood (Movie Wave), has turned Los Angeles spot schedule into national campaign. Studio Girl Shampoo, Los Angeles, using spots, is reach-

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

EVENING LEADER

Of the 120 NIGHT-TIME quarter hours between 6 pm and 12 midnight, Monday through Friday, WWNC has top rating for *103* periods . . . a higher rating than *all other stations combined* for 41 of these quarter hours.

More Western North Carolina listeners are yours at *less* cost per thousand on WWNC.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE
Don S. Elias, Executive Director
Represented by the Katz Agency

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

ing for eastern markets through Robert F. Dennis Inc.

Cleaners have held up well during the war. BuTay Products Inc., Los Angeles (Raindrops), is moving into markets spotted across the country, retaining participation in *Meet the Missus* on 8 CBS western stations. H. R. Davis Co., Oakland (Miracle Foam) uses spots on 10 stations. Turco Products Inc., Los Angeles, (cleanser), has named Brisacher, Van Norden & Staff, Los Angeles, for consumer package goods.

Newscast Budget

Soil-Off Mfg. Co., Glendale, Cal., devoted most of budget to newscasts. Shift to Ruthrauff & Ryan may bring policy change. Soil-Off sponsors Truman Bradley news thrice-weekly on 13 CBS western stations, heavy schedule of newscasts on others. Firm is expanding into new territory.

Los Angeles Soap Co., (Scotch cleanser), renews for 52 weeks thrice-weekly news on 40 Don Lee Pacific stations, also sponsors five-weekly news on 19 NBC Pacific stations. Purex Corp., Los Angeles (bleaching solution), continues weekly quarter-hour commentary on Don Lee, increasing list from 6 to 40. As new markets open, Purex will use more stations with spots and participations.

Chemicals Inc., Oakland, Cal., (Vano) continues *Evelyn Bigsby's Hollywood Chatter* on 12 American western stations. Transcribed versions are placed in eastern markets as distribution is established. Kenu Products Co., Los Angeles (cleanser), has post-war expansion plans. In addition to news on 11 CBS western stations, firm continues newscasts on KOY Phoenix and KECA Hollywood. Agency is Little & Co., Los Angeles.

One reason other radio-minded clients are sitting on their budgets is lack of availabilities. Majority will admit there is some slight let-up at this moment due to decrease in used-car advertising as well as reshuffling of programs. Situation, however, is not due to remain open long. Tightest schedules are in immediate Los Angeles area.

Criticism was voiced in many quarters that stations have programmed up and down to hours never before sold at standard rates. Station account executives, fat with business, have slipped in service, agency executives unanimously charge. Radio, they declare, must buck up its sales staffs to meet competition when paper shortage is over. More creative, down-to-earth selling must be done, opine at least 90% of them. Sales staffs must be armed with pertinent facts on their stations, and should learn more about broadcasters' sales and merchandising problems. Old advertisers want more or better station time. New advertisers are crying "discrimination", examining other media.

Bekins Van & Storage Co., Los Angeles, in addition to sponsoring the Sunday noon *Remember Hour* on eight American Pacific stations, has thrice-weekly news on six CBS Pacific stations. Lyon Van & Storage Co., Los Angeles, sponsors the thrice-weekly *Korn Kobblers* on Don Lee Pacific and daily spot

(*Continued on page 64*)

Imprisoned

AN UNINTENTIONAL method of keeping announcers on the job was found recently by WWNC Asheville, N. C., even though it was the hottest day of the year and the air-conditioning equipment failed. The throw-bolt on the studio door accidentally snapped, imprisoning three announcers in the studio. It was an hour and a half until building engineers could break away a portion of the wall and free them. Broadcasting fortunately was not interrupted since all copy and schedules were locked in the studio with them. Listeners remained completely unaware of the difficulty.

ADVERTISEMENT

B. M. MIDDLETON JOINS WILDER

Directs Group Sales

Syracuse, N. Y., July 16. H. C. Wilder & Associates, owners and operators of radio stations WSYR Syracuse, WTRY Albany - Troy - Schenectady, WKNE Keene (N.H.-Vt.), and WELI New Haven, announce the appointment of Beverly M. Middleton as Assistant to The President.

Mr. Middleton was recently discharged from the U. S. Army and, before that, was Sales Manager of WABC, New York.

After graduating from the University of Virginia, where he majored in Science and English, Mr. Middleton took post-graduate courses at the University of Paris. He also had two years pre-university study at both Oxford and Cambridge.

While young in years—he is 38—his entire business career has been spent in radio. From 1933 to 1938, when he joined the Columbia Broadcasting System, he served in a management capacity with four widely scattered stations: namely, WEHC, WSVA, KBIX, and WFAS. He came from KNX Hollywood, Cal., to Syracuse with Mrs. Middleton.

He joined CBS in 1938 and in 1940 was promoted to account executive of Radio Sales, representing the Pacific and New England networks. Before joining the Army in 1942, he was Assistant Manager of WABC.

After two years of service in the Army, with a wealth of practical experience and a seasoned viewpoint, he continues his chosen career—radio sales.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

BAND BUILDING, BUFFALO, NEW YORK

Powerful
Popular
WCAO
The Voice of Baltimore
★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.
PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

Los Angeles

(*Continued from page 63*)

schedule on nine stations.

Seaboard Finance Co., Los Angeles (small loans), heavy user of spots, is on 50 stations nationally, making local tie-in with its 48 offices. Others will be added through Smith, Bull & McCreery Adv., Hollywood.

Packard-Bell Co., Los Angeles (radios, PhonOcords), former spot user, through Lockwood-Shackelford Adv., started participation show, *PhonOcord Family Party* on KFI in a 13-week test, with NBC Pacific Coast expansion planned.

Interest in Spots

Sponsors show interest in spot announcements, live and transcribed; time signals; transcribed shows; audience participation. Man-on-street broadcasts, with restrictions removed, are coming into their own.

R. Schiffman Co., Los Angeles (Asthmador powder, pipe mixture), new to radio, through Philip J. Meany Co., has signed for thrice-weekly spots on 75 Keystone Network stations.

Western Stove Co., Culver City, a war industry, sponsors five-weekly transcribed *Mystery Chef* on KHJ and KFRC in addition to spots on California stations. Agency is Mays & Bennett Adv., Los Angeles.

R. L. Chacon Chemical Co., Southgate, Cal. (Re-Nu Lawn), new to radio, is testing on KFI Los Angeles, has post-war radio plans through Allied Adv. Agencies, Los Angeles.

Nylon-Ize, Hollywood, new to radio, through Rocklin Irving Assoc., Chicago, started recorded musicals in selected markets. Paramount Pest Control Co., Oakland, started locally and extended to other California markets, with schedule to include Pacific Northwest and Inter-mountain area through Ad Fried Adv., Oakland.

Counter-balancing criticism is fact that many local advertisers, using radio first time, have been more than pleased with results. Chief among these are department stores. Though doing a local job they have utilized both institutional and direct selling. They now look on radio as part of their advertising scheme and will continue to earmark appropriations accordingly.

With scarcity of new and used cars, dealers have curtailed radio in last few months, opening station time to other advertisers. Heaviest users in the Southern California area are Kelly Kar Co. and Marshall & Clampett.

Summer Slump

Major networks have experienced a larger than normal summer slump, many advertisers cancelling for season rather than hold time. Agency executives agree a reinspection of the advertising dollar and reshuffling of programs is under way, with newscasts and commentaries losing ground. Some predict interest in news will fall off about 40% with end of Pacific war, but old timers such as *Alka-Seltzer Newspaper of the Air* on Don Lee Pacific, will remain. Trend however, is away from newscasts and commentaries. At least one network is talking down such programs and substituting low-budget one and two-man shows. Approaching saturation point are homemaker and feminine participation shows.

Look to East

With many transmitter sites acquired, station owners are not idle about post-war plans for FM and television. Advertisers, however are looking to the East where developments are underway and facilities actually in use. Only one West Coast account is talking practical television. Firms manufacturing 16 mm. film have mushroomed. There is also activity in the production, talent and engineering fields, but the advertiser is still chary about sticking his big toe into the icy waters.

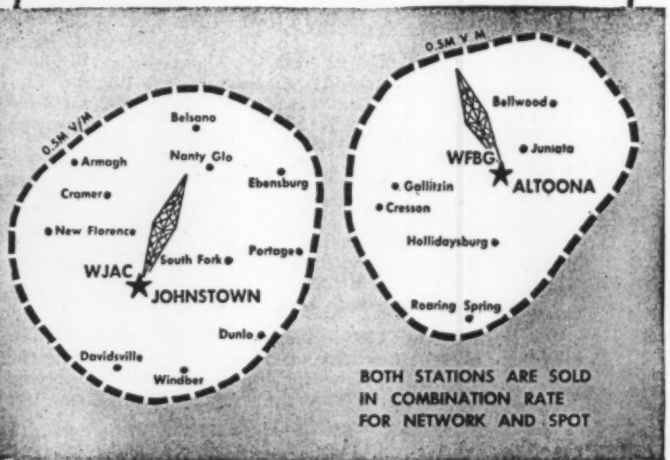
Among West Coast agencies there is a trend towards more intensive research. As example, Hillman-Shane-Breyer, Los Angeles, has expanded its research staff. With fewer radio availabilities, plans for the coming six months are based on this intensified research.

Another agency trend is decentralization. Branch offices are being set up in major West Coast cities to offer more specialized attention to regional industries. Smith, Bull & McCreery Adv., Hollywood, has opened New York and San Francisco branches, plans one in Seattle. Erwin, Wasey & Co. as of July 1 established its own Seattle office. Expansion by other agencies is under way. Leon Livingston Adv., San Francisco, has opened New York offices to service Nestle Milk Products account with Ward Wheelock Co., Philadelphia, reviving West Coast offices in Hollywood.

Preponderance of new business will come from both old and new advertisers.

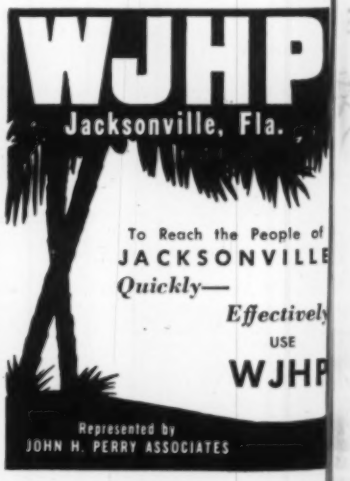
WJAC JOHNSTOWN — NBC — WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco



The Tobacco Network, Inc.

Eastern North Carolina's Six Popular Mutual Stations

WFNC	WGBR	WGTC	WHIT	WRAL	WGTM
Fayetteville	*Goldsboro*	*Greenville*	*New Bern*	*Raleigh*	*Wilson*

C. E. Hooper Says* . . .

From 8:00 a.m. to 6:00 p.m. the overall average per centage of the audience of these six stations in the above markets is → **66%**

Only one other station has more than 6.8 per cent of the audience in any of the six Tobacco Network cities.

PRIMARY RADIO HOMES	102,910
SECONDARY RADIO HOMES	35,920
TOTAL RADIO HOMES	138,830
TOTAL POPULATION IN PRIMARY AND SECONDARY . . .	958,300
TOTAL RETAIL SALES	$250,813,000

*Midsummer survey 1944 (new survey being made this summer).

Sources
Sales Management 1944
1944 County Radio Ownership CBS

"A Package With a Punch"

— PLUS —

Merchandising and Promotion

The Tobacco Network, Inc.

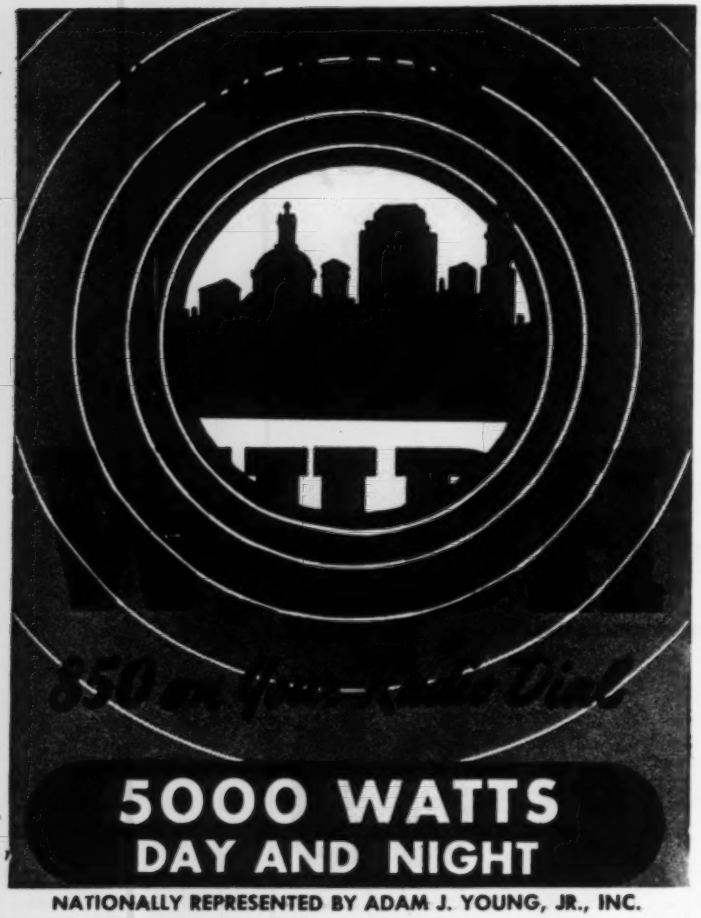
806 Odd Fellows Building

Raleigh, North Carolina

"In Unity There Is Strength . . . Six in One"

REPRESENTED BY THE WALKER COMPANY

New York — *Chicago* — *Kansas City* — *Los Angeles*



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

NO LOCAL HOOPER-DROOP!

WIOD produces 24 local programs in the Sunday through Saturday time periods covered by the Miami-C. E. Hooper surveys, Dec. '44 through April '45. TEN OF THE WIOD LOCAL PROGRAMS RATED NO. 1 IN THEIR RESPECTIVE PERIODS; ELEVEN WIOD PROGRAMS RATED NO. 2; THREE WIOD PROGRAMS RATED NO. 3 . . . competitive programs on the other three Miami stations included network shows. Top local shows PLUS NBC make WIOD THE STATION MOST PEOPLE LISTEN TO MOST THE YEAR 'ROUND!

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS * 610 KC * NBC

INITIAL CBS CLINIC CONDUCTED IN N. Y.

FIRST of a series of three-day program clinics to be conducted by CBS for the program personnel of its affiliated stations got under way Wednesday morning at the network's New York headquarters when Douglas Coulter, vice-president in charge of programs, welcomed 31 station men.

Second clinic will be held July 11-13, third July 25-27. A similar clinic for stations in the far west was held in Los Angeles concurrently with the one in New York. Attending the New York meetings were:

William S. Adams, WHEC; Dave Baylor, WGAR; A. J. Brissette, WTAG; Stan Lee Broza, WCAU; Richard E. Burris, KSO; Charles Crutchfield, WBT; Rod Cupp, KMBC; Jim de Line, WFBL; John Fulton, WGST; Roy George, KRLD; Ray Girardin, WEEI; Douglas Grant, WMT; Walter Haase, WDRC; E. E. Hill, WTAG; J. J. Hergert, WCHS; Ed Hoerner, WWL; Karl Hoffman, WKBW; Fred Lounsberry, WKBW; Wayne Mack, WGAR; Ralph Mathews, KWKH; L. A. Miller, KFAB; Harvey Olson, WDRC; Geer Parkinson, WBNS; H. J. Pierson, WFBM; Walter J. Preston, WBBM; Gordon A. Scheihing, WCAO; Jack Sexton, KMOX; Joel Stovall, WKRC; Robt. Striol, WKBW; G. Trace, WKBN; W. P. Williamson, WKBN.

RCA SCHOLARSHIP PLAN IS ADOPTED

RCA has adopted a scholarship plan whereby as many as ten scientific students during the academic year 1945-1946, 30 during 1946-1947, 50 during 1947-1948 and 60 each year thereafter will receive cash awards of $600 each. All students enrolled at universities to be selected by the RCA education committee will be eligible, with the winners selected on recommendation of the dean of the school and the approval of the committee.

In announcing the scholarship plan, Brig. Gen. David Sarnoff, RCA president, remarked that the young potential scientists represent one of the greatest hopes for the safe and prosperous future of America and must be encouraged.

Nelson to Norway

HOWARD NELSON, of WDAY Fargo, N. D., left last week for Norway where he will stay several weeks as a correspondent accredited by the Royal Norwegian government. He will transcribe a series of programs to be used on *Meet Your Neighbor* and will transmit news stories for use on regular WDAY newscasts. Part of the feature material will be interviews with people in Norway who have relatives living in the Fargo vicinity. Mr. Nelson is WDAY's first overseas correspondent although he made a trip to Norway once before in 1935.

ECLIPSE CLOSEUP
WMPS Broadcasts Event From Airliner

Bob Neal, WMPS promotion director, and Doris Rogers, stewardess during broadcast of eclipse.

WHAT is believed to be the first broadcast of a solar eclipse from a passenger plane in flight was made last Monday morning by WMPS, Memphis, which gave American network listeners an eyewitness description of the spectacle from a height of more than 12,000 feet.

With a group of scientists aboard the 21-passenger Chicago & Southern airliner, Bob Neal, WMPS promotion director, was able to describe the eclipse as it reached maximum totality during the plane ascension. Observation was extremely good due to unlimited ceiling.

Radio equipment used was standard passenger airline, consisting of 50 w mobile Bendix transmitter operating on 3492.5 kc and using call letters KXIU. Standard shortwave equipment on the ground picked up the broadcast, which was relayed by shortwave receiver to telephone lines. A standard band receiver inside the plane was used to pick up the starting cue.

WMPS reported transmission excellent and reception "extremely good." Contributing scientific sidelights were Prof. Robert Artley, head of mathematics at Southwestern U., Clifford D. Hall, Weather Bureau meteorologist, and eight astronomy students. Also aboard were newspaper reporters and photographers and the plane's stewardess, Doris Rogers.

FOR 24 HOUR SERVICE

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

Today it is
KOZY in Kansas City
Tomorrow (92-106 Megacycle Band)
It will be all the
MORE
KOZY in Kansas City

We plan simultaneous operation in Old and New FM Bands as soon as equipment can be obtained.

Everett L. Dillard
General Manager

Elizabeth Whitehead
Station Director

WAKR, *Akron*
WADC, *Akron*
WHKK, *Akron*
WLOK, *Lima*
WIZE, *Springfield, Ohio*

Burkhardt's Beer and Mug Ale

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Statements

(Continued from page 40)

caster to greater effort in the development of varied programs of public service than does the full realization that his highest responsibility is to the citizens of his community.

It is refreshing that the President finds merit in the experienced industry leadership from whom have come the inspiration and guidance to interpret the trust of public interest into the competitive programs of daily operation.

Every word was a wholesome reassurance to the conscientious broadcaster and a challenge to direct his facilities toward ever greater public usefulness.

* * *

KOLIN HAGER
WGY Schenectady
NAB Director, District 2

RADIO BROADCASTERS must feel deeply grateful to President Truman for his recent statement of policy on radio and its future prospects. The Chief Executive has given greater strength and significance to the entire structure of broadcasting and reassured many who have become concerned over the status of free enterprise in an industry that has such a far-reaching influence on all Americans. Under such leadership radio should march on to far greater achievements.

F. M. RUSSELL
NBC Washington, D. C.
NAB Network Director

YOU ARE to be congratulated on securing from President Truman a declaration of his clear and forceful policy on radio broadcasting. It is the most encouraging statement ever to emanate from the Federal Government. To have it come from the head of our Government can only mean that he will oppose, and effectively so, any attack upon the basic structure of American broadcasting. Particularly it will have a salutary effect on legislative consideration, because of the close cooperation which the President has established with Congress.

* * *

HUGH TERRY
KLZ Denver
NAB Director, District 14

THE PRESIDENT'S statement appears to place the future of broadcasting squarely where that responsibility belongs—in the lap of the radio industry itself. This welcome official expression of confidence in the American system of free radio, regulated by the natural forces of competition, should give broadcasters renewed inspiration and encouragement. It should do much to remove the threat of government regulation which could so easily retard the development of radio. President Truman has given radio the much needed handshake of appreciation and understanding.

* * *

WILLIAM B. WAY
KVOO Tulsa
NAB Director, District 12

PRESIDENT TRUMAN'S statement is one from which all broadcasters should take heart. Here we have a great opportunity to take a fresh hold and a deep breath and move forward to new accomplishments in the public interest. He aptly puts his finger on the ultimate solution of most of our problems when he visualizes the fact that the new competition will make for greater effort in better programming. Radio will remain free as long as the broadcaster conducts his business in such a manner that it justifies that freedom.

LEWIS ALLEN WEISS
KHJ Hollywood
Vice-President & General Manager
Don Lee

I CONSIDER THE statement o policy on radio broadcasting in th United States by President Truma which appeared in the current is sue of BROADCASTING, to be th most reassuring endorsement an encouragement of the America principle of broadcasting that w in the industry have heard i twelve years. It is earnestly hope that the Federal Communication Commission will take earnest cog nizance of this statement of polic enunciated by President Truma and will as soon as practicable ef fectuate that policy with an im mediate discontinuance of its recen tendency to interfere with and in fluence the content of radio broad casting and requiring ever increas ing data and statistics which ar clearly outside of the purview of th policy expressed by the President In my judgment, President Tru man has not only reiterated but ha given new meaning and emphasis t the conception of American radi broadcasting as it was understoo by the Government and the indus try twelve years ago, and it i heartening indeed to anticipate quick return to the American an fundamental principles set forth i the President's statement.

* * *

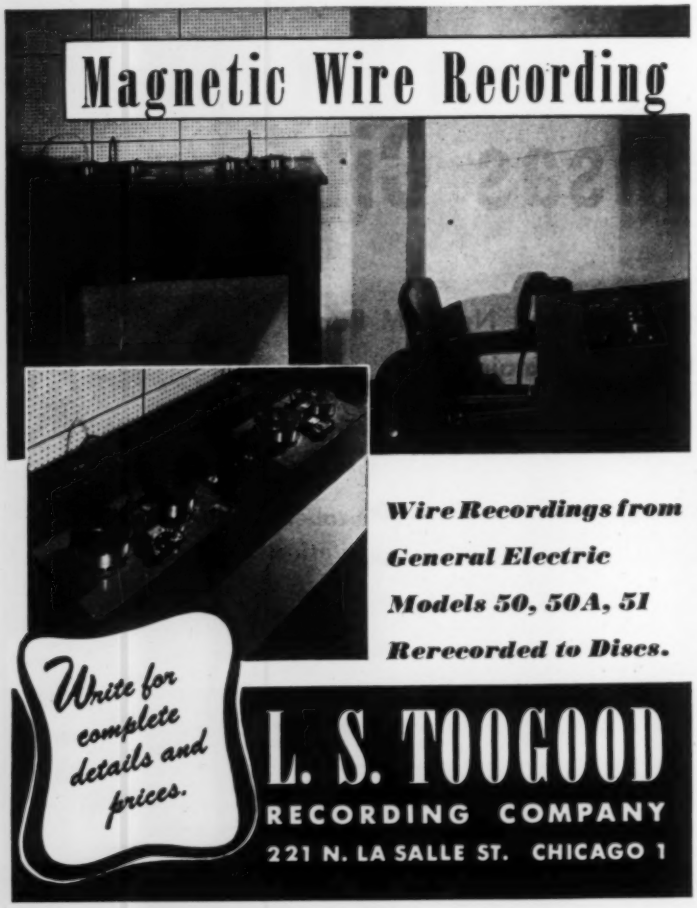
HOYT B. WOOTEN
WREC Memphis
NAB Director, District 6

SPEAKING PERSONALLY, afte twenty-three years of broadcasting President Truman's letter to yo of July 3 impressed me as bein the most needed encouragemen broadcasters have yet received fro the Government.

I have never been able to unde stand why the Government, in it past and present history, woul subsidize the stage coaches, steam ship routes and railroads, and fu nish highways for busses an trucks, and airports and mail co tracts for airlines, yet would re fuse to do even so much as to e courage broadcasters.

Also, I cannot understand wh when this great country of ou

(Continued on page 70)



HOW'D YOU LIKE TO SELL AN
$800,000,000 MARKET?
KBON
Omaha's MUTUAL station offers you
$800,000,000 . . . the buying income of KBON's 17-county area in the heart of the rich central Missouri Valley Market.
$800,000,000 . . . equal to two-thirds of the buying power of the entire state of Nebraska, in an area equal to only half the population of the state.
An $800,000,000 market available to you on KBON . . . the station that SELLS!
Concentrated Coverage
Low Rates
Promotion Helps
OMAHA
COUNCIL BLUFFS
General Manager, PAUL R. FRY
National Repr., SPOT SALES, INC.
MUTUAL BROADCASTING SYSTEM
"The Midwest's Greatest Market"

You are Witnessing

AN EXECUTION

• On their backs, never to rise again, are two drones. This purge came about because drones never do a lick of work. Rather than feed them for the winter, worker bees eliminate the drones for the good of the colony.

• Bees live in colonies for a very good reason. They get more work done more efficiently, do jobs they could never do alone.

• Likewise the ***Beeline***, working on the group principle, represents one of the most efficient coverage units in radio broadcasting. The ***Beeline*** with its 41 primary counties is the only combination of stations that can properly cover the Central California Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for regional spot business. See McClatchy ***Beeline*** rate listing *first under California* in Standard Rate and Data.

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

NO PRIORITY
For Harco Radio
MASTS & TOWERS

Revocation of Order M-126 permits manufacturing from surplus inventories. We have adequate surplus stocks to make...
IMMEDIATE SHIPMENTS

HARCO
CO. INC.
ELIZABETH 4, NEW JERSEY

Catalog mailed on request

Statements

(*Continued from page 68*)

was new and needed developing, squatters rights were recognized and welcomed by the Government. Yet, we old time broadcasters who spent many years developing this great free service to the public, long before commercial returns were even thought of, are at times pictured as a group of undesirable citizens scheming to beat the public out of its natural rights.

It occurs to me that the fair judgment and unbiased opinion of some 900 station owners, who depend upon the reaction of millions of listeners, would offer a radio with far greater freedom of speech and diversity of entertainment than that regulated by a seven man commission.

This entire statement is made, regardless of my high esteem and respect for each member of the present commission.

* * *

WILLIAM B. SMULLIN
KIEM Eureka, Cal.
NAB Director, District 15

PRESIDENT TRUMAN'S statement because of the fact it was made, and by its very terseness seems to indicate that American broadcasting will be freer of governmental control instead of subject to greater regulation by governmental few. It seems to suggest that there will be as many stations as the radio spectrum will provide with survival for the fittest theory applicable to licensees. If such be the case then American broadcasting even though 25 years of age yet remains an infant. Perhaps the American microphone will attain real and not synthetic freedom.

* * *

DUANE JONES
President, Duane Jones Co.

IN OUR own small way we have always tried to speak up for the advertiser in matters relating to radio. This is because we feel that the advertiser is usually the "forgotten man" when new regulations and legislation are about to be pulled out of the bag. I never heard of a radio advertiser, or even his representative, being asked what he thought of proposed rules and regulations or how they might affect his welfare. In the past, in fact, the advertiser has generally been regarded as the culprit in the case, and has been subjected to crusades that were either emotionally inspired, often putting him behind the eight ball financially—all in spite of the fact that the advertiser's millions make possible the superior kind of radio this Nation now enjoys.

So, in view of all this, it was with great satisfaction that I read President Truman's potent letter, published exclusively in the last issue of BROADCASTING. In his characteristically forthright manner, Mr. Truman made it plain that radio should be as free and unfettered as the press.

As a matter of fact, I think every critic, whether amateur or professional, should paste in his hat the next to the last paragraph of the President's letter, just to keep it handy for ready reference.

* * *

By PAUL D. P. SPEARMAN
Counsel, Regional Broadcasters Committee

PRESIDENT TRUMAN'S forthright statement that ". . . America, . . ., should have a free, competitive (radio) system, unfettered by artificial barriers and *regulated only as to the laws of nature and the limitation of facilities*, is the most heartening and should be the most appreciated support of an untrammelled radio system coming from any comparable source during the whole history of broadcasting. If anything could be added to what the President said he did so by his further statement that "Regulation by natural forces of competition . . ., is to be preferred over rigid Governmental regulation of a medium that by its very nature should be maintained as free as the press".

The President's statement leaves nothing to chance or strained interpretation. He has announced in no uncertain terms that as President he believes in the fundamental American principle of free speech, and in effect warns those who might favor censorship in any form or in tinkering with freedom for radio that their interference with this traditional American right will not be countenanced or tolerated. Those who have followed his public career were not surprised at his forthrightness in making his position clear and unequivocal on such an important principle, and none of them doubt that he will demand and get complete adherence to his unassailable position.

For his timely statement and the complete recognition that he will demand strict adherence to it, the radio world should and I believe will be most grateful to President Truman. He has evidenced his great faith in broadcasters and it is up to them to prove, as I believe they will, that they are worthy of his high confidence.

* * *

COMDR. GEORGE B. STORER,
USNR, President, Fort Industry Co.

THE REASSURANCES given by the President are indeed welcome.

Put in Record

REP. WIGGLESWORTH (R-Mass.) inserted in the *Congressional Record* last week the letter of President Truman to BROADCASTING together with the editorial accompanying it in last week's edition, as an extension of his remarks on the bill he introduced [BROADCASTING, July 9] to protect freedom of speech over radio.

WARTIME CULTIVATION
for PEACETIME SALES

Coverage of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station WRNL are stable markets.

The facts on the right are proof of results.

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL • RICHMOND • VA.

5000 WATTS
NIGHT AND DAY 910 KC
••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

RELIGIOUS TRANSCRIPTION LIBRARY
Designed for Better Programs

100 NUMBERS IN LIBRARY "A"

WIRE FOR AUDITION DISC
Instrumental, Vocal, All Types
Nationally Known Radio Artists

10 NEW NUMBERS EACH MONTH

CAMPUS CHRISTIANS
427 WEST 5th STREET • LOS ANGELES 13, CALIFORNIA

and I feel the broadcasters are most grateful to receive them.

However, the necessity of legislation guaranteeing to broadcast licensees freedom from ever changing Government interpretations of their responsibilities still remains.

I hope that with the clearly defined attitude expressed by the Chief Executive that appropriate legislation can be promulgated which will remove a substantial portion of the uncertainties which have existed in the past. Very great progress in this direction has been made, but the area of doubt as to exactly how broadcast stations shall be operated in the public interest still remains large.

President Truman's response to publisher Taishoff's query is most constructive and should serve as a basis for harmonious joint action between Government representatives and broadcasters in an enlightened and unselfish effort to improve the quality of all types of broadcast services.

* * *

MATTHEW BONEBRAKE
KOCY Oklahoma City
NAB Director at Large

PRESIDENT TRUMAN has gone far to secure the thanks and confidence of broadcasters in his statement of policy on free competitive radio. His expression of faith in the future development of the industry is a source of encouragement to every broadcaster.

* * *

HAROLD HOUGH
WBAP Ft. Worth
Chairman, Newspaper-Radio Committee

THE NEXT TO the last paragraph of the President's statement to BROADCASTING Magazine should become the bible of radio. A book could be written and not cover the subject as well. The President says the American system has worked and must keep working. That it has worked is strikingly evident when compared to all other systems. It must keep working, and the American public will see to that. Regulation by natural forces is just as positive as the law of supply and demand, and to tinker is dangerous. Radio is now and must continue to be deserving of its support. This support can only come from two places—the people or the Government — and history proves that a government subsidized press has never been free, and always fatal. The President's statement is the soundest document to greet radio since its arrival a quarter of a century ago.

* * *

JOHN J. GILLIN JR.
WOW Omaha
NAB Director, District 10

TO ME THE President's statement shows that he has a keen understanding and appreciation of what a free radio has done, and is doing in these troublesome times. The statement undoubtedly is a great compliment. Everybody in radio has a right to feel proud and

AFTER presenting five-year service buttons to 25 employes, Lee B. Wailes (l), gen. mgr. Westinghouse Radio Stations, receives his own from D. C. Lee, Westinghouse Radio Div. industrial relations mgr.

happy that our President appreciates what we have done and says so publicly. At the same time the President's statement is a challenge to all of us to carry on and do a bigger and better job in the future in the public interest.

* * *

WALTER J. DAMM
President, FM Broadcasters Inc.
WTMJ-WMFM Milwaukee

IT IS gratifying to note that President Truman has given full recognition to the important part which he expects frequency modulation to play in the establishment of a freer competition for postwar broadcasting. It is through the FM system and its utilization of the higher frequencies that the "many hundreds of new stations" necessary to such a competition have been made possible, removing almost entirely the technical limitations which have bound the art in the past.

The unselfish manner in which broadcasters have contributed to the development of this better system and the eagerness with which they approach its fruition constitute proof that American radio, truly, is in good hands.

* * *

PHILIP G. LOUCKS
Counsel FM Broadcasters Inc.

THE PRESIDENT'S letter is the most significant statement on the subject of freedom of expression since Milton's Areopagitica. It gives hope to all that with expansion of the technical foundation upon which all broadcasting rests, that "free competition of the present will become even freer." But new legislation will be required if broadcasting is to "be maintained as free as the press."

* * *

F. W. BORTON
WQAM Miami
NAB Director, District 5

OUR PRESIDENT has inspired the broadcasters to develop a better appreciation and understanding of the merits of our profession. Broadcasters are in a position to employ the force of their facilities to preserve freedom of speech, freedom of enterprise and the American way of life. We have weathered the storm of wartime broadcasting and with the aid of our President and Government, radio will become a dominant factor in leading the world to peace.

Denial of Calumet Proposed by FCC

Evasive Answers, Failure to Disclose Truth Charged

PROPOSED decision denying application of Calumet Broadcasting Corp. for CP to operate with 5 kw on 1520 kc at Hammond, Ind., was issued July 12 by the FCC. Evasive answers and failure to disclose facts, said the FCC, led to the adverse ruling.

Principals of the applicant firm are Dr. George F. Courrier, Methodist minister, and Doris Keane (Mrs. William Irvin), who originally operated WWAE Hammond, as Hammond-Calumet Broadcasting Corp. In 1936 they were granted a CP to operate a new station in Hammond, WHIP. They sold WWAE June 25, 1940 to O. E. Richardson and Fred L. Adair to satisfy claims. In 1942 they sold their interests in Hammond-Calumet and WHIP to Marshall Field, publisher, who later transferred control to John W. Clarke. Mr. Clarke entered the Army and surrendered his license, with Dr. Courrier and Miss Keane buying equipment at a public sale.

Truth Fundamental

The application which FCC proposes to deny seeks to use the WHIP call letters and the 1520 kc frequency. The firm was incorporated in Indiana Sept. 15, 1943. Hearings were held in May and June, 1944, with further hearings in January and February this year.

In its conclusions the FCC points out that true, accurate and complete answers by applicants are fundamental in reaching decisions and that licenses should be issued only those whose statements are trustworthy.

Study of the record, says the FCC, shows "numerous instances where applicant's principal stockholders have been reluctant, evasive and guilty of a lack of candor in making prompt, fair and full disclosure of information relating to stock ownership and financial qualifications in response to questions in the application and at the hearings thereon. This course of conduct was pursued not only with respect to the Commission, but also admittedly with their own counsel."

Examples cited by the FCC include "misrepresentation and concealment of facts and false testimony" relating to ownership and voting of Paul Saliner, named as holder of 30 shares of common stock. Saliner testified, says the FCC, that he did not own stock credited to him in the application and testimony. It was further found, according to the FCC's conclusions, that a claimed stockholders meeting in which 839 shares were said to have been voted, including Mr. Saliner's stock, actually had never been held.

Financial statements of the applicant, the FCC continues, "did not reflect material and significant facts existing at the time, and were false. By their nature, these omissions concern the very heart of applicant's financial vitality."

Funds of the applicant firm were used by the two principals to pay their own personal obligations, says the FCC, without the applicant firm receiving consideration.

For these reasons the FCC says "it cannot proceed with assurance to entrust the applicant with the duties and obligations incumbent upon licensees."

HAROLD H. WEBBER JOINS C. E. HOOPER

HAROLD H. WEBBER, formerly vice-president and director of research of Foote, Cone & Belding, today (July 16) joins C. E. Hooper Inc. as vice-president and director of research. He will also serve on the research firm's development committee with C. E. Hooper and Edythe F. Bull.

Mr. Webber

Already represented in the Hooperatings service by the quarterly Chartbook which is patterned largely after a trend book he originated, Mr. Webber will be immediately concerned with six projects ready for commercial application:

1. Radio program "effectiveness". 2. Social and economic analysis of radio audiences. 3. Internal listening and buying comparison for major cities. 4. "Outside" area listenership reports for individual stations. 5. Radio station public opinion polls. 6. Hooperatings in small towns and rural areas and in non-telephone homes.

Mair Replaces Wing

LESTER A. MAIR, local telephone company manager, has been elected manager of KROC Rochester, Minn., replacing Gerald H. Wing, resigned effective August 1 to accept a position with WOMT Manitowoc, Wis. Mr. Mair also was elected vice-president and director of the Southern Minnesota Broadcasting Co., posts formerly held by Mr. Wing who had been with the station since it was founded 10 years ago.

Amend Statute

THE WISCONSIN statute relating to fraudulent advertising was amended last week to make unlawful "untrue, deceptive or misleading" representations over radio or television stations as well as other media.

Sub for 'Truth'

NBC on July 14 for eight weeks returns the mystery series, *Lights Out*, as a vacation sustainer replacing *Truth or Consequences*, 8:30-9 p.m., sponsored by Procter & Gamble Co., Cincinnati.

Spot Authorization Directions to Build Transmitters, Receivers Issued by WPB

ANNOUNCING directions for requesting authorization to produce transmitters and receivers under its spot authorization procedure, the WPB Radio & Radar Division last Friday asked that all applications for 1945 production be filed by July 31 with WPB field offices.

Firms seeking authorization must file WPB Form 4000 governing general spot production and must list quantity required and expected source of supply of the following components: tubes, transformers, reactors, capacitors, resistors, loud speakers, switches and sockets. Manufacturers having materials on hand which are restricted by Priority Regulation 13 must obtain permission to use such materials for civilian end equipment.

John Creutz, chief of the division's Foreign & Domestic Branch, said he expects at least several hundred applications for spot authorization but would not be surprised if the figure runs into the thousands. One of the big questions, he explained, is how many distributors will want to go into the manufacturing or assembling end of radio.

Principal factor in receiver production is the availability of tubes. Mr. Creutz reported definite improvement in the tube situation, with a good chance that output will reach 4,000,000 this month. When production reaches about 5,000,000, leaving a margin over and above replacement needs, he indicated, receivers can begin to come off the assembly lines.

KMOX St. Louis, after four years of no remote music broadcasts from St. Louis night spots, has started programs from Park Plaza Hotel.

GAVEL plus a horseshoe floral piece are received by Hugh Terry (l), manager of KLZ Denver, as he takes over as president of the local Rotary Club from Roger Knight, retiring head.

CBS Hires Vets

IN RECOGNITION of the GI Bill of Rights, CBS Western division is making a special effort to give returning veterans first chance at position openings in the Hollywood studios.

Are You Really *Penetrating* Amarillo's 397 Million Dollar Market?

INCOME FROM CATTLE
$41,600,000

INCOME FROM OIL AND GAS
$194,097,850

INCOME FROM WHEAT
$75,000,000

LARGEST CARBON BLACK PRODUCTION IN THE WORLD

FACTS AT A GLANCE

- KGNC's 376,650 population has over 397 million dollars effective buying income.
- $3,420.00 per family.
- $900.00 per capita income.
- The station which has influence with this wealth is KGNC.

Taylor Howe Snowden Radio Sales

LONE STAR CHAIN

NATIONAL BROADCASTING CO.

THE FAMILY STATION IN THE GREAT PANHANDLE

KGNC
AMARILLO
TEXAS

CRC and Engineers Continue Deadlock

Company Says Demands Still Are 'Out of This World'

RECORD cutters and studio engineers in three major offices of CBS subsidiary, Columbia Recording Corp., were on walkout strike as last week, with salary and contract negotiations deadlocked.

There were indications, however, that the strike would be settled by compromise in the near future.

First to leave their jobs on midnight July 7 were engineers in the New York office of CRC. Representatives of Local 1212, IBEW, according to CRC, "made veiled indications of unfavorable union action, but refused to make any forthright statement about plans to strike."

Missed Schedules

New York CRC engineers did not meet operating schedules starting at midnight July 7. They were joined by IBEW engineers in CRC's Hollywood and Chicago offices.

Charles A. Calame, business manager of IBEW Local 1212, said members would "stay out until the company meets our terms." Strikers are paid full salaries by the union. Mr. Calame said there had been no increase in scale pay in two years and the union was not satisfied with the system of advancement.

Kenneth E. Raine, general counsel for CRC, said the union started its strike with a demand for "doubled salaries". At the weekend he said demands had been reduced but still were "out of this world". Both Mr. Calame and Mr. Raine indicated they were willing to compromise. One of the first strike results was a 27-minute period of dead air July 8 during the early morning broadcast schedule of WABC, CBS key station in New York. WABC engineers refused to air CRC platters. A general national ban on CRC discs was feared, with 261 IBEW stations falling in line, but the ban was lifted by the union in the mid-week because there was no precise way to determine which recordings had been cut by IBEW members.

American Variety Show Is Considered by 'Life'

LIFE MAGAZINE, New York, is definitely considering a light, half-hour variety program to go on the American network, probably with Burgess Meredith, actor, as m. c. officials of the *Time-Life-Fortune* organization have announced. Program, like its sister-show, the *March of Time*, would be based on material prepared by magazine staff members but specially slanted for the program to a lighter vein.

March of Time, the *Time* Magazine dramatized program, takes a hiatus from American for four to six weeks starting July 26. Agency is Young & Rubicam, New York.

"Hearing Myself As Others Hear Me Is Mighty Important"

Jerry Lawrence

"...and a PRESTO Recorder Helps Me Do It!"

"Yes, Sir, I frequently run off a recording of my voice on a PRESTO recorder," says Jerry Lawrence, popular announcer and director of the AIR THEATRE program at WMCA. "Then, by playing it back, I am able to keep tab on my technique—to find out if any change in delivery might improve it. Accurate reproduction is of course essential, and that's why I prefer a PRESTO recorder . . . it always produces cuts of good fidelity and clarity."

Many of America's major broadcasting companies rely on PRESTO sound recording and transcription equipment to keep their stations operating at peak efficiency. In schools and colleges, and in the training of sales, industrial and military personnel, you'll find PRESTO equipment widely used to give dramatic significance to sound, and increase the effectiveness of the spoken word. PRESTO equipment is rugged, dependable and easily operated, because every unit is made in strict accordance with PRESTO'S high standards. Write for complete information.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

WSLB
(Mutual)
Ogdensburg, N. Y.
Is Typical
YOKEL
250 Watts
AND ALL THAT
But no
CORN POPPER
RCA—All the way
Full UP wire (5 years)
Ministers' Assoc. (5 years)
Rural Reporter (5 years)
(67 women correspondents)
Local Editor (newspaper refugee)
WSLB
IS
COUNTRY—BUT GOOD
(The Walker Co. Representatives)

IN ARIZONA
THE
ARIZONA
NETWORK
Where ninety-nine percent of retail sales are made: KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Lowell-Douglas. Affiliated in management with WLS, in Chicago.
JOHN BLAIR & COMPANY

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
WIBW The Voice of Kansas in TOPEKA

Business

(Continued from page 15)

bans are lifted. Meat packers, despite many rationing and supply troubles, are looking ahead to normal days and will be busy buyers of time.

Program and availability problems loom as broadcasters and agencies scan the network and station schedules. Most established program types will be unaffected by business trends.

In the news and commentary field some fear audience appeal will drop and that the run of the news will not support the number of broadcasts now heard from morning to signoff. Since the early days of the Hitler drive to conquer the world there has been a growing demand for newscasts. This demand has held up well since V-E day.

Newscasts and commentaries are close to their peak. As long as the calibre of news holds up, they will retain their appeal. But should V-J day come sooner than predicted, with a natural letdown in the excitement factor, then some observers fear sponsors will turn to other types of programs. It is pointed out, though, that sponsors of news have actually enjoyed a bonus circulation in recent years and that a falling off in audience would merely affect some of this bonus.

New Programs

Broadcasters should be thinking seriously about new programs and new people, according to agency buyers. They feel that the public tires of program types and wants something new from time to time. A good source of new programing and voices is found in the replacement programs heard during the summer season.

This year summer business has been good, but several established accounts have dropped off altogether, relinquishing choice network spots rather than pay for warm-weather time filled with uncertain talent.

Among agencies there is a feeling that broadcasters must be prepared to slug it out with other media in the competition for business. Salesmanship has been neglected, a natural occurrence when manpower is scarce and media customers are buying everything in sight.

The easy days will be over soon, timebuyers infer, and they suggest broadcasters augment their sales efforts with adequate market, distribution and coverage material. Segments of the industry have been weak in their research, they believe, calling for well-planned presentations.

This line of thought conforms to a West Coast trend toward increased research activity by agencies themselves. One factor behind this development is the expansion of marketing areas by western sponsors. Many firms that heretofore have sold in Pacific Coast markets are reaching eastward and opening new fields.

An interesting result of wartime production has been the development of buying power in secondary markets. With this growth has come better business for stations in these areas, along with an appreciation by sponsors and agencies of secondary markets as an outlet for their goods.

Autumn Prospects

Taking the country by key cities, the autumn prospects line up like this:

In New York a record-breaking year is foreseen. Network time is tight, with many sponsors turning to transcriptions. Most old sponsors are staying; many are buying more time. Automotive activity is brisk. American and Mutual networks are optimistic; NBC and CBS see little to get excited about. Fall business is being placed earlier than usual. Food and drug lines are dominant, with movies buying more time. As net costs increase, a swing to spot develops. Sales, not rating points or entertainment, are the index of radio's value.

Chicago expects a fine autumn though some sponsors may shift to printed media when paper eases. Some food firms are jumping the gun despite shortages and putting on air programs. Copy shifting from institutional to selling. Representatives look for an upsurge, but say no constructive sales work has been done in a long time. Meat packers are eager to buy radio, but are held up by shortages. Automotive buying is expected soon. New radio receivers will expand radio's circulation.

Los Angeles fears a downward business trend, with drop in retail sales as layoffs follow cutbacks and cancellations. West Coast sponsors are reappraising media, and wondering how tax regulations will affect them. Department stores are now sold on radio. Newscasts and commentators are losing ground. Secondary markets get more business as war increases standard of living.

San Francisco looks for a boom, notes a demand for new names and programs. Interest in news is expected to hold up, except for a possible temporary decline. Reconversion on Coast will be slower than in Midwest or East.

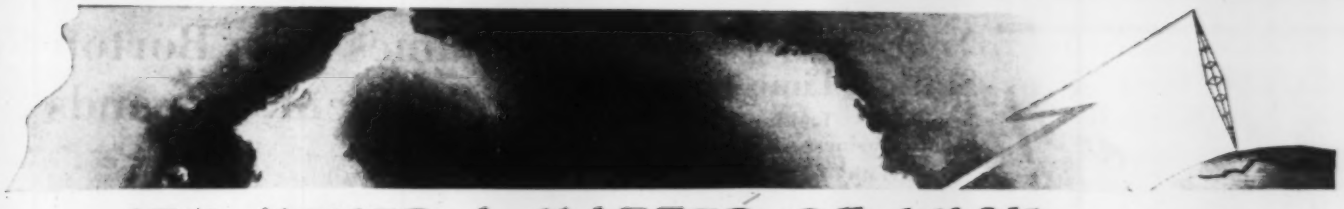
Canadian stations are doing splendidly. Some wonder if they are doing too well for their own good. Many new advertisers are expected this fall. CBC's Dominion network, strictly an evening hookup, may sell day time. Finance and insurance companies showing interest in radio. Government is a big buyer of time, and will continue. Radio now does one-fourth of all the advertising business in Canada.

APPROPRIATE sponsor has signed Don Goddard, WEAF New York news commentator, who always wears a hat while broadcasting. In the process of fitting him for a new one are (l to r) announcer Ray Barrett, M. L. Young, v-p and treas. Young's Hat Stores; Goddard; J. S. Brody, pres. of sponsoring company.

Hoover on CBS

FORMER President Herbert Hoover will discuss the United Nations Charter in an exclusive broadcast on CBS July 18, 7-7:15 p.m.

Dominion Square Building—a hive of business activity.
IN BUSY MONTREAL
Business in Quebec Province is *good*, and radio advertising can get you your share, if you will key your program to the likes and dislikes of Quebec listeners. Adapting a program, even though it has been successful elsewhere in Canada, rarely produces results. Quebec wants its own programs, appealing to its own psychology and sense of humor. Our business is that of producing programs—in either French or English—which *do* produce results. Let us serve YOU.
RADIO PROGRAMME PRODUCERS
MONTREAL CANADA



IT'S NEVER A MATTER OF LUCK—

with SYLVANIA!

TAKE THE "LOCK-IN" TUBE

1 *It is "locked" to socket—solidly.*

2 *It has short, direct connections — lower inductance leads and fewer welded joints.*

3 *Metal "Lock-In" locating lug— also acts as shield between pins.*

4 *No top cap connection . . . overhead wires eliminated.*

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the *raw materials* that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories *testing every part*—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, *fidelity*. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; ELECTRIC LIGHT BULBS

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

YOU ARE IN GOOD COMPANY WHEN YOU ADVERTISE ON

KMPC
LOS ANGELES
710 Kc · 10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

AP

WOLF, Syracuse, New York

The excellence of the PA hourly five-minute summaries alone is of sufficient worth to justify the entire cost of PA service.

T. S. Marshall
Owner.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

N. Y. Strike Ups Station Time Sales

Newspaper Famine Boosts Local Business 25%

APPROXIMATELY 25% increase in local business has been picked up by New York stations since the strike of newspaper delivery trucks and mailers started at midnight, June 30. One station, WNEW, reported a 35 to 40% rise in business due to the strike. Station operators generally said they were turning business away because all time was sold or because they didn't want to overload with commercials.

Movie theaters were most frequent users of spot announcements on all stations. Legitimate theaters, nightspots and department stores increased their time wherever possible, with newspapers adding spots to their regular schedules.

Publishers Voice Views

Newspaper publishers turned to radio to represent their side of the strike. Last Monday, Edwin S. Friendly, general manager of the *New York Sun*, spoke on WOR and Brig. Gen. Julius Ochs Adler, U. S. A. (retired), vice-president and general manager of the *New York Times*, presented the publishers' position on WJZ. Lewis Waldman, attorney for the union, on Tuesday discussed the issues with Mr. Friendly on WABC. Mr. Friendly also spoke on WQXR WMCA WINS.

Indicating how completely the New York public accepted radio as its major source of news, broadcasters reported they were receiving many inquiries on the progress of the war, baseball scores and other events about which calls would normally be made to newspapers. WOV, as well as WHOM [BROADCASTING, July 9], distributed a daily news bulletin to hotels and restaurants. Bulletins plugged news commentators on stations.

CITATION AWARDED TO ARMANDO ZEGRI

ARMANDO ZEGRI, special war correspondent for the NBC International Division, has been commended for bravery by Maj. Gen. J. M. Swing. Citation reads:

For displaying courage and disregard for danger during the 11th Airborne Division parachute operation at Aparri, Luzon, June 23, 1945, Armando Zegri, of NBC, is highly commended. Despite the fact that heavy Japanese ground fire was anticipated, this correspondent willingly accompanied the 11th Airborne Division personnel during the long flight from Lipa, in order that by his first-hand report the American public would obtain a more accurate and detailed account of the war in the Pacific.

Col. Hobby Resigns

COL. OVETA CULP HOBBY resigned last Thursday as director of the Women's Army Corps. Mrs. Hobby, wife of W. C. Hobby, former Texas governor, and owner of KPRC Houston and the *Houston Post*, planned to return soon to Texas.

AFA Names Elon Borton First Paid President; Expands Staff

AT ITS 41ST annual meeting last week in New York, the Advertising Federation of America voted to enlarge and expand its headquarters staff, hiring, for the first time in its history, a full-time president and general manager.

Named as the Federation's original paid chief executive was Elon G. Borton, advertising director of LaSalle Extension University, Chicago, who assumes the office Aug. 15. He will devote much of his time to field work and will represent the Federation in matters involving legislation, promotion and relations with other organizations.

Mr. Borton will assume the executive position now held on an elective unpaid basis by Joe M. Dawson, chairman of the executive committee of Geyer, Cornell & Newell, New York. Mr. Dawson now becomes chairman of the Federation board and also will serve as president and general manager of the newly-created Federation executive committee which is to function regularly between scheduled board meetings.

Pearson Renamed

Besides Mr. Dawson, this committee will be made up of the following Federation board members: Mr. Borton, treasurer; Robert Peare, vice-president of General Electric Co., Schenectady; Paul Garrett, vice-president of General Motors Corp., New York, and Allan T. Preyer, chairman of Morse International Inc., New York.

Renamed to their present posts were Earle Pearson, Federation headquarters administrative secretary; Alfred T. Falk, director of research and education; and Charles E. Murphy, general counsel.

Also elected for one-year terms on the board were: W. H. Carey, advertising director, Fortune Magazine, Mr. Garrett and Henry Obermeyer, assistant vice-president, Consolidated Edison Co., all of New York; Edward C. Donnelly, Jr., president, John Donnelly & Sons, Boston; Karen Fladoes, home economics director, Nash-Kelvinator Corp., Detroit; Grover C. Kinney, president, Advertisers Distributing Service, Denver; and John H. Platt, advertising director, Kraft Cheese Co., Chicago.

Selected for 2-year board memberships, besides Messrs. Burton and Preyer were: Franklin J. Cornwell, advertising manager, Brown Shoe Co., St. Louis; Willard D. Egolf, public relations director, NAB, Washington; Lester Hafemeister, advertising manager, Weyenberg Shoe Mfg. Co., Milwaukee; W. B. Laughlin, Wilhelm-Laughlin-Wilson & Assoc., Houston; Forbes McKay, associate advertising manager, the "Progressive Farmer," Birmingham; J. Penfield Seiberling, president, Seiberling Rubber Co., Akron, and Paul N. Swaffield, advertising manager, Hood Rubber Co., Watertown, Mass.

Other Officers

Mr. Peare, who was named to the executive committee, was also re-elected federation treasurer. Helen Cornelius, assistant director, Bureau of Broadcast Advertising, NAB, Washington, was elected secretary of the organization.

Other officers elected were: Gordon T. Gardner, of the "Columbus Dispatch" and president, Advertising Club of Columbus, O., Chamber of Commerce chairman of the council on advertising clubs; Robert N. Fuller, G. & C. Merriam Co., Springfield, Mass., and chairman of the war advertising committee of the Springfield Advertising Club, J. Rex Huguley, Oklahoma Paper Co., Oklahoma City and president of the local advertising club, both vice-chairman of the club council; Prudence Allured, publisher of the "Manufacturing Confectioner," Chicago, chairman of the council on women's advertising clubs. All four automatically become federation vice-presidents.

The business meeting and election of officers followed a luncheon at the Hotel Commodore at which the principal speaker was Secretary of Agriculture Anderson.

Maj. Maurice M. Boyd

MAJ. MAURICE M. BOYD, former manager of NBC central division spot sales, on leave with the AAF, was killed July 2 in a plane accident, his family has been notified. Surviving are his wife and 13-month-old son.

Oldsmobile on NBC

OLDSMOBILE DIVISION of General Motors Corp., Lansing, Mich., July 21 starts weekly quarter-hour commentary on the full NBC network with John W. Vandercook. Contract for 25 weeks was placed by D. P. Brother & Co., Detroit.

Shake hands with **WFPG**
ATLANTIC CITY, N. J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY

THE FRIENDLY GROUP

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

Hearing Set

(Continued from page 18)

would "throw emphasis for leadership on program competition".

The Commission, however, proposes to designate extended service areas which Metropolitan stations may be authorized to serve, "upon appropriate application". In determining the boundaries of these extended service areas a showing will be required that the service area added does not contain any Metropolitan district or principal city and is predominantly rural in character; that no interference will be caused to the service area of existing stations or that if such interference will result the need for service of the population proposed to be served outweighs the needs of those who will lose service; and that competition will not be impaired by a grant of the application.

Other licensees of the same Metropolitan area will not be required to serve this extended area, but will be required to serve the entire extended service area if they desire to serve any part of it.

Rural stations are designed to serve wide rural areas which cannot be served by Metropolitan stations. A rural area is defined by the Commission as "all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile." Incorporated towns or cities with population from 2,500 to 5,000 without an FM station and not adjacent to larger cities also may be considered rural areas, according to the FCC.

Signals of greater than 500 microvolts-per-meter in any Metropolitan district will not be permitted for rural stations unless because of terrain considerations it will provide more extended service to unserved rural areas than would otherwise be possible.

Exclusive Leases

In such cases, however, rural stations are confined to a maximum signal of 1,000 microvolts-per-meter to a Metropolitan district, but in no case will a rural station be permitted to provide a signal greater than 500 microvolts-per-meter to more than one Metropolitan district. Directional antennas may be used by rural stations to increase service to rural areas and to reduce service in Metropolitan areas.

The Commission's proposal to forbid exclusive bases by FM licensees of antenna sites recalled testimony of Nov. 16, 1943, before the Senate Interstate Commerce Committee on the White-Wheeler Bill (S-814) to revise the Communications Act. J. Frank Burke, then operator of KPAS and KFVD, appearing, according to statement by Sen. Burton K. Wheeler (D-Mont.), Committee chairman, at the suggestion of former FCC Chairman James Lawrence Fly, testified that the FCC should prevent any licensee from signing an exclusive lease for an antenna site.

Mr. Burke told the Committee he attempted to get a site atop Mount Wilson but that another FM applicant had beaten him to it and had an exclusive contract. He told the Committee that the FCC should have the power to "protect the public interest" by refusing to grant a license to anyone who held an exclusive lease on a potential FM site.

Chairman Wheeler declared that in his judgment the Commission "has no right under the law to go that far," then added: "Certainly the FCC has not any such power and authority under the law, and it was never the intention to give them any such authority. I would be one of the last ones to say they should have such power. There are other locations that a station could buy." Sens. White (R-Me.) and McFarland (D-Ariz.) joined Sen. Wheeler in denouncing Mr. Burke's proposal, Sen. McFarland commenting: "You are giving an awful lot of power to the FCC. You are almost giving them the power to take property without due process of law. In the licensing law you would give them the right of condemnation, for which under certain circumstances one has to go into court."

Proposed Rule

However, regulation proposed by the Commission, despite Congressional pronouncements, follows:

Whenever it is shown that the antenna site of a licensee or applicant is peculiarly suitable for FM broadcasting in a particular area and that there is no other comparable site available in the area, such licensee or applicant as a condition of being issued a license or renewal of license shall be required to make the use of his antenna site available to other FM licensees upon the payment of a reasonable rental and upon a showing that the shared use of the antenna site will permit satisfactory operation of all stations concerned.

Among the proposed regulations which resemble existing ones are those governing minimum operating schedules, program duplication, multiple ownership and facsimile and multiplex transmission.

Under the suggested rules all FM stations will be licensed for unlimited time and initially will be required to operate a minimum of 6 hours daily. (Present regulation specifies 3 hours from 6 a.m. to 6 p.m. and 3 hours from 6 p.m. to midnight.

On program duplication the rule is the same except that the time for each unduplicated program is changed to one hour between 8 a.m. and 6 p.m. and one hour between 6 p.m. and 11 p.m. (Present rule ranges from 6 a.m. to midnight.)

As for multiple ownership, the only change is in the words "high-frequency station", now reading, "FM broadcast station". Only one station to an owner is permitted in a single service area and a limit of six FM stations overall is placed.

The section on facsimile and multiplex transmission has been rewritten, although essentially it remains the same, with the added proviso that a filter or other additional equipment is not required for receivers not equipped for facsimile.

Wills Nomination to the FCC Quickly Confirmed by Senate

By J. FRANK BEATTY

WILLIAM H. WILLS, newest member of the FCC, will take the oath of office the week of July 23 and assume active duties Aug. 15. Nomination of the former Republican Governor of Vermont was confirmed Thursday by the Senate a few hours after the Interstate Commerce Committee had questioned him briefly and unanimously approved the appointment.

Senator Austin (R-Vt.), sponsor of Gov. Wills, presented his name to the Senate. There was no objection or discussion.

Following the Committee hearing Gov. Wills had lunch with Chairman Porter of the FCC and during the afternoon met Commissioners and staff members. He left Thursday night for his home in Bennington, Vt.

Only a few questions were asked at the Committee meeting, at which Chairman Wheeler (D-Mont.) presided. Present besides Senators Wheeler and Austin were Moore (R-Okla.); Johnston (D-S. C.); McFarland (D-Ariz.). Senator White (R-Me.), who had advocated reappointment of Gov. Norman S. Case, did not attend and left no proxy.

Gov. Wills has no preconceived ideas of what the FCC should do, he said, and lacks technical experience. He accepts the appointment, he explained, with the expectation that the FCC technical and legal staffs will assist him in carrying out his duties.

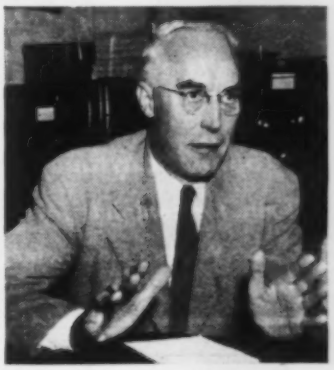
Rural Coverage

Only specific reference to regulatory matters was his statement that he would do everything possible to see that rural areas get as good service as possible.

Gov. Wills was clear and emphatic in stating that "the strongest force we have in the country is freedom of radio. I've used radio when there was no other way to reach the people."

When Chairman Wheeler explained his well-known position on the importance of providing a hearing for both sides of basic questions, Gov. Wills said, "That line of thinking is mine." The chairman pointed to his recent trip to the European theatre in emphasizing his position. "My travels convinced me", he said, "that no dictator in any country could maintain himself in power if both sides of questions could be discussed. The only way they kept in power was to put their own particular views to the people and allow no others to be heard."

The chairman reminded Gov. Wills that when he gets on the Commission he must feel there is a job to do and not let somebody else do the work. "You appreciate, I hope, that a Commision like the FCC is an arm of Congress. We



GOV. WILLS

delegate powers because Congress can't possibly carry out all the duties. Some Commissions and Departments pay little attention to the will of Congress. I hope when you get on the Commission you will try to carry out the will of Congress rather than whoever is at the end of the Capital."

"We Vermonters believe in government by law; that has been my policy," Gov. Wills said.

'Will Follow the Law'

Sen. Johnston (D-S. C.), former Governor of South Carolina, said he had attended several Governor's conferences with Gov. Wills and had been on committees with him. "He will work and will follow the laws," the Senator assured the Committee.

Asked by Sen. Wheeler if he ever had held public office, Gov. Wills said, "All my life." He recited his career as member of Vermont House of Representatives, one term; State Senate, two terms; Lieutenant Governor, two terms; Governor, two terms (1941-1945); and miscellaneous civic and local offices.

During the questioning Gov. Wills handled himself well, in the opinion of Committee members. He appeared at ease, and impressed the Committee with his sincerity and alert answers to questions.

After the hearing Gov. Wills told BROADCASTING he had been making a study of the Communications Act in preparation for the office he will assume about Aug. 1 if his nomination is confirmed by the Senate. During his four-year gubernatorial service he spoke over a five-station hookup nearly every week.

He believes government should be turned back to the people—to the town pump, as he puts it. As a Republican he has been independent in thought and actions [BROADCASTING, June 18], and stands for initiative and the American scheme of competitive business.

EVERSHARP Inc., Chicago, has signed a contract with Phil Baker insuring his continuance as "Take It or Leave It" m.c. through 1950. Program is broadcast Sunday, 10-10:30 p.m., CBS. Agency is Blow Co., New York.

57.7%
of all Iowa families
"Listen Most" (night) to
WHO
(55.6%, daytime)
Write for complete facts!
50,000 Watts · Des Moines
Free & Peters, Representatives

THERE'S ONLY
1
EMPIRE STATE
BUILDING
but
WHN REACHES 2 NEW YORKS!
(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—
Loew's Affiliate

GATEWAY
TO THE
RICH
TENNESSEE
VALLEY
CBS
AFFILIATE
PAUL H.
RAYMER CO.
National
Representative
WLAC
50,000 WATTS
NASHVILLE

630 KC.
KXOK
ST. LOUIS
BLUE
NETWORK
5000 Watts Full Time
Represented by John BLAIR & CO.

ACTIONS OF THE FCC

JULY 7 TO JULY 13 INCLUSIVE

Decisions . . .

ACTIONS ON MOTIONS
JULY 11

The Teche Broadcasting Co., New Iberia, La.—Granted motion to dismiss without prejudice application for CP new standard station.

KHQ KGA Spokane—Granted petition for continuance of hearing on applications for license renewal and continued hearing to 8-20-45.

ADMINISTRATIVE BOARD ACTIONS
JULY 9

WOMT Manitowoc, Wis.—Granted license to cover CP increase power.

KOTA Rapid City, S. D.—Granted license to cover CP as mod. change frequency, increase power, install new trans., DA-N.

Henderson Radio Corp., Henderson, N. C.—Granted license to cover CP as mod. for new standard station (WHNC).

Jansky & Bailey, Washington—Granted license to cover CP change trans. site and class station of W3XO from Temp. Class 2 Exp. station to developmental broadcast station; conditions.

Twentieth-Century-Fox Film Corp., New York—Placed in pending file application for CP new commercial TV station.

ACTIONS BY COMMISSION
JULY 10

WSGN Birmingham—Granted invol. transfer control from Victor H. Hanson, deceased, to Ruth Lawson Hanson, executrix, and C. B. Hanson Jr. and Henry P. Johnston, executors.

WCNC Elizabeth City, N. C.—Designated for hearing application for CP move station to Norfolk, Va.

Centre Broadcasters Inc., State College, Pa.—Adopted memorandum opinion and order granting application for CP new station 1450 kc 250 w unlimited.

Berkeley Broadcasting Co., Martinsburg, W. Va.—Designated for hearing application for CP new station.

WLW Cincinnati—Designated for hearing application for transfer of control of The Crosley Corp., licensee of WLW and 21 stations other than broadcast, from Powel Crosley Jr. et al to The Aviation Corp.

KWIL Albany, Ore.—Denied petition for waiver Commission Rules to permit identification of KWIL with Albany and Cornwallis, Ore.

WENT Gloversville, N. Y.—Granted request for waiver Commission rules to permit identification of WENT with Gloversville and Johnstown, N. Y.

KLS Oakland, Cal.—Granted request to change call to KWBR.

KWOS Jefferson City, Mo.—Granted license renewal for period ending 8-1-46*.

KFMB San Diego—Granted license renewal for period ending 2-1-48*.

WMBO Auburn, N. Y.—Granted license renewal for period ending 2-1-47.

KAND Corsicana, Tex.—Same*.

WGAA Cedartown, Ga.—Same*.

Martinsburg Broadcasting Co., Martinsburg, W. Va.—Designated for hearing application for CP new standard station.

WOAI San Antonio—Granted license renewal for main and aux. stations for period ending 5-1-48* (action taken July 3).

Tentative Calendar . . .

JULY 16
Consolidated Hearing

KOMO Seattle—License renewal.
KJR Seattle—License renewal.

Applications . . .

JULY 9

NEW-1490 kc Pottsville Radio Co., Pottsville, Pa.—CP new standard station 250 w unlimited.

66-72 mc WNBT New York—Mod. license to change from 50-56 mc to 66-72 mc.

600 kc WSJS Winston-Salem, N. C.—Relinquishment control by preferred stockholders to Gordon Gray.

NEW-1340 kc Kenneth Edward Rennekamp, Oil City, Pa.—Petition filed for consideration and grant of application for CP new standard station 250 w unlimited.

JULY 12

NEW-54-60 mc Raytheon Mfg. Co., Waltham, Mass.—CP new commercial TV station, amended to request 54-60 mc.

NEW-44.9 mc WIBM Jackson, Mich.—CP new FM station, amended to request 44.9 mc, 3,980 sq. mi. coverage, specify trans. equipment, antenna and trans. site.

1400 kc WJLD Bessemer, Ala.—Assgn. license from George Johnston to Johnston Broadcasting Co.

NEW-47.1 mc WCOA Pensacola, Fla.—CP new FM station, 2,179.60 sq. mi., $24,900 estimated cost.

NEW-KMBC Kansas City—CP new experimental TV station, 60-66 mc, 210-216 mc, 480-492 mc, 1 kw aural, 1 kw visual, A5 and/or special emission.

NEW-Raytheon Mfg. Co., Chicago—CP new FM station, amended to request such channel in new 92-106 mc band as FCC may assign.

740 kc KQW San Jose, Cal.—Transfer control from Sherwood B. Brunton, Mott Q. Brunton and Ralph R. Brunton as individuals and trustees, and C. L. McCarthy to Columbia Broadcasting System.

66-72 mc KUTA Salt Lake City—CP new commercial TV station, amended to request 66-72 mc.

NEW-100 mc Unity Corp., Springfield, O.—CP new FM station, 5,777 sq. mi. (incomplete).

NEW-Hughes Productions, Division of Hughes Tool Co., Los Angeles—CP new FM station, frequency to be assigned by FCC, 7,315 sq. mi. (incomplete).

NEW-Hughes Productions, Division of Hughes Tool Co., Los Angeles—CP new FM station, frequency to be assigned by FCC, 10,790 sq. mi.

*Comr. Durr voted for further inquiry.

Billies in Philly

SIX months ago staid Philadelphia was a city without hillbillies and thought it got along very nicely too, thank you. Then WFIL, through the American Broadcasting Co., started broadcasting the half-hour *Hayloft Hoedown*. It took a half year but finally the Quaker City began to feel its oats. Starting August 4, WFIL has arranged for a 30-minute local addition to the program sponsored by Wildroot Co., Buffalo, N. Y.

CENSORSHIP DANGE CITED BY WALKE

AMERICA should guard agai all censorship whether it be e nomic, political or social if tot tarianism of the German sort i be avoided, FCC Commissio Paul A. Walker said July 11 addressing the First Educatio FM-Station Workshop at O State U., Columbus, O.

With allocation of 20 FM ba to schools, Mr. Walker pointed that educators now have their s ond chance in the broadcast field. He suggested that educati al stations can compete succe fully with commercial broadcast by putting on programs of w appeal. Such programs, he sa "may very well compete with so present commercial broadcas which are frequently interrupt by spot announcements advertisi deodorants, cosmetics, beer, brea fast foods and cigarettes."

Dr. John W. Studebaker, U. Commissioner of Education, spea ing in Schenectady May 26, sa educational FM would not be co petitive to commercial broadca ing; rather he saw it as a help that educational stations would programmed with education mind [BROADCASTING, June 4].

WPAR Anniversary

CELEBRATING its 10th anniv sary last week, WPAR Parke burg, W. Va., aired three spec programs, an interview with Pr gram Director Carl Loose who h been with the station from its sta remarks from Mayor Golden U derwood and George H. Clint station manager, and informal i terviews with the staff.

Video Comics

EXPERIMENTING with co strips, Klaus Landsberg, tele sion director of W6XYZ, video st tion owned and operated by Te vision Productions Inc., subsidia of Paramount Pictures Inc., h closed exclusive deal with Newsp per Enterprises Assn. to televi NEA funnies in Los Angeles ar Series include "Boots", "Freckle "Captain Easy" and "Our Boardi House". Both character voices a "balloons" are used.

Interim

(ontinued from page 18)

itters shall be in accordance with ollowing table:

Maximum Power Rating	Operating Power Range
250 w	250 w or less
1 kw	250 w-1 kw
3 kw	1- 3 kw
10 kw	3- 10 kw
25 kw	10- 25 kw
50 kw	10- 50 kw
100 kw	50-100 kw

Transmitters may be authorized ith power rating different from able, provided full data is sup- lied in application concerning ba- is employed in establishing rating nd need therefor. Operating range f such transmitters shall be from /3 to maximum power rating.

Transmitting System

Transmitting system (excluding icrophone but including micro- hone amplifiers, main studio quipment, and studio-transmitter ircuits) shall be capable of trans- itting a band of frequencies from 0-15,000 cycles within 2 decibels f the level at 1,000 cycles, before re-emphasis (lower 30-cycle fig- re may be changed later). In addi- ion, pre-emphasis shall be em- loyed in accordance with imped- nce frequency characteristic of a eries of inductance-resistance net- ork having a time constant of 75 icroseconds.

Controversial issues to be settled include method of field intensity measurements, separation of chan- els assigned in same area (FCC proposing 800 kc separation in some nstances and 400 kc in others but ndustry generally agreed it should e 400 kc separation, with Commis- ion using its own judgment in in- ividual cases); location of an- ennas; boosters; centralization of esponsibility for painting and ighting towers if two licensees use ame tower or share ownership of ower.

Text of the FCC public notice on interim operation of FM follows:

In previous reports of the Federal Communications Commission dealing with frequency allocations above 25,000 kc, provision was made for the temporary operation of existing FM stations in the 42-50 mc band until such time as receivers for 88-106 mc are available in the area to be served. Until such time, temporary operation in both bands is encouraged. Accordingly, any licensee desiring to operate in the new band may informally apply to the Commission for the temporary assignment of a frequency in the 88-106 mc region until such time as rules, regulations and standards for FM are finally adopted. Since the FM rules and standards are currently under discussion and may be subject to change or modification prior to regular operation in this band, a temporary authorization to operate in the 88-106 mc region will not be a determination of the coverage, power, or other factors relating to the assignment that existing stations will eventually be given in the new band.

Requests for temporary operation in the new band should include a description of the proposed transmitting equipment, output power, antenna system, and monitoring equipment or methods. Special authorizations will be issued for 90-day periods for such operation by the Chief Engineer, and assignments will be subject to change.

Interim operation in the 42-50 mc range is for the temporary use of existing stations only and no additional construction permits will be issued for new FM stations in this band. As soon as FM receivers covering 88-106 mc are generally available in the areas now receiving FM service, the 42-50 m.c. band will be closed to FM broadcast operation. It is of course not possible to predict at this time the date that full conversion to the new band will be required. However, since all FM stations will be required to operate in the 88-106 mc band, as soon as possible no new receivers need be made hereafter for the 42-50 m.c. region.

Until such time as a television station is authorized to operate in the 44-50 mc band (Channel No. 1) in the region served by an existing FM licensee, it will not be necessary for an FM station to move to the 42-44 mc band suggested in the Commission's final allocation report. Since the construction and operation of new television stations will take considerable time following the removal of War Production Board restrictions, it is likely that in most cases FM stations will move from their present assignments directly to the 88-106 mc band when new receivers are available.

WAR Correspondent Kathyrn Cravens, overseas for WOL, Cowles Washington outlet, gets a real assignment interviewing Marshal Zhukov and Gen. Eisenhower on their meeting in Berlin.

Radio Plants Can Reconvert Quickly

Only Few Months Required, Says Commerce Dept.

A PERIOD of from two to three months will be required to reconvert the radio industry, according to a pamphlet, "Reconversion Problems in the New York Region", published by the U. S. Dept. of Commerce Field Service.

"In the radio industry," the report states, "a period of two to three months may be required to bring out the 1942 models with improvements. In the automobile field it is estimated it will take about four to six months to clear the decks and start production of cars that will resemble closely those produced in 1942."

The report foresees no unemployment problem as long as the Pacific war continues. "The increase in civilian production," it says, "will generally provide sufficient employment opportunities to make up for the loss resulting from cutbacks, cancellations and cessation of war orders."

Broadening of Lines

New York manufacturers generally "plan to produce their prewar products in the early stages of reconversion," the pamphlet continues. "A considerable number, however, already have designs or models of new products ready which they plan to introduce as soon as they can retool and are able to obtain the necessary materials and manpower.

"A number of radio manufacturers plan to broaden their lines to include television and frequency modulation receivers. Some are also considering manufacturing the high frequency heating appliances for industry. Others expect to produce equipment for the home, such as rapid cookers and physical therapy appliances."

Practically all companies plan to expand their sales forces, it was found. Prewar channels of distribution will be established, the report states, by almost all companies, who are now making distributor and dealer contacts to replace wartime losses. This is especially true in highly competitive industries, such as the radio set field, where "there are indications that over 50 new manufacturers will enter the field, most of them apparently well-financed and skilled in merchandising."

Kaner on WNEW

CPL. WALTER KANER, on leave as director of publicity and special features of WLIB New York, discussed "Entertainment Overseas" on WNEW's *Fellow on a Furlough* 3-3:15 p.m. Sunday, July 15. Cpl. Kaner, who returned to the States two weeks ago, handled entertainment and public relations overseas while serving with the 97th Infantry Division in Germany, France, Czechoslovakia, Holland and Belgium.

KLS Now KWBR

REQUEST of Warner Bros., licensee of KLS Oakland, Cal., to change station call letters to KWBR was granted last week by the FCC. Petition of WENT Gloversville, N. Y., for waiver of Commission's rules to permit identification as "WENT Gloversville-Johnstown," was granted, but petition of KWIL Albany, Ore., to be identified as "KWIL Albany-Corvallis" was denied.

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

The station with most of the listeners most of the time.

"Hooper after Hooper proves it!"
KTSM
Nat. Reps. Geo. P. Hollingbery
EL PASO, TEXAS

AP
WMUR, Manchester, N. H.
. . . may I compliment you again on the high quality of the selling presentations on Telescript features you are forwarding to us.
Hervey Carter
Manager.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Relax in Cool Comfort
HOTEL Mayfair
Saint Louis
AIR-CONDITIONED

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Announcer wanted—Great Lakes area station wants experienced staff announcer. Postwar permanence to right man. Working conditions ideal. Good starting salary. Will pay expenses for final audition. Write giving complete details. Be prepared to submit voice transcription. Box 818, BROADCASTING.

Wanted—Good announcer holding first class license. Excellent working conditions in western network station. $65.00 weekly. Box 822, BROADCASTING.

Salesman wanted—Somewhere in these United States there's a high calibered, experienced, dependable radio time salesman who can handle a 60 days promotion for an aggressive southern station in its expansion program. An opportunity to make 3 G. or more in quick time. Must furnish best references—chance to locate permanently. Give full details and personal history first letter. Box 849, BROADCASTING.

Help Wanted—Program director, midwest 250 watt network station in good market wants man capable of doing topnotch job. Opportunity for right man. State all. Box 856, BROADCASTING.

Southern 250 watt station has good steady position for operator with first license. Also, 3rd restricted who can announce. Box 870, BROADCASTING.

Wanted—Experienced program man to write, produce and announce special shows on live-wire network station in New York state. Box 874, BROADCASTING.

News-conscious Washington, D. C. station has immediate opening for first class newscaster. $97.50 for 48 hour week. Send transcription care Box 877, BROADCASTING.

News staff opening on Washington, D. C. station. Male or female, but must have radio news desk experience. $58.75 plus overtime. Box 878, BROADCASTING.

Combination third class engineer-announcer. Send voice transcription, character references to Manager, WDLP, Panama City, Fla.

We have openings for engineers, announcers and salesmen in a growing station located in a southern state. Those selected must be interested in permanent connections. Reply stating experience to WMSL, Decatur, Alabama.

First class engineer wanted. Permanent position for competent man. Starting salary $52.00 for 48 hours. Write or wire Manager, WKBZ, Muskegon, Mich.

Wanted—Two versatile announcers for 5000 watt Mutual station. Additional opportunities to develop personal ideas in production, programming, special shows or special events. Veterans given preference. Write or wire station manager, KLO, Ogden, Utah.

Wanted—Announcer-operator, second or third class license. Starting salary $30.00 per week. If interested wire WLDS, Jacksonville, Illinois.

Need experienced, permanent staff announcer from midwest to join seven-man staff KSOO-KELO. Starts $175-$200. Rush along a voice transcription and letter to KSOO-KELO, Sioux Falls, S. D.

Transmitter engineer wanted. 1st or 2nd class. 250 watt station in small college town. State salary, particulars. Write Norman Knight, Gen. Mgr., WAJR, Morgantown, W. Va.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

Help Wanted (Cont'd)

Don't answer this ad unless you are willing to live in a small town and work for a small station. KPFA, 250 watt NBC affiliate in Helena, Montana, needs capable announcer who can also write copy. Restricted permit or better required. The chap we want probably has been with present employer year or more, will investigate us quite thoroughly before answering this ad and will feel that joining us is a real advancement. Salary depends upon qualifications.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Announcer wanted—Experienced staff man. 50 hours weekly. Starting salary dependent upon your qualifications. Minimum $50.00 weekly! Must have experience on tables and controls. Send voice audition and complete details to A. R. Cooper, WFDF, Flint, Mich.

Wanted—Transmitter engineer, immediate vacancy for first or second class licensee. NBC outlet, ideal community. Send complete details first letter to Chief Engineer. KTFI, Twin Falls, Idaho.

Want experienced time salesman. Steady employment guaranteed. Drawing accounts and commission. Wire or write full details Frank Kaull, KLO, Ogden, Utah.

Wanted—Combination first class engineer announcer, 44 hours, $50.00, free apartment. J. D. McCoy, WAIM, Anderson, S. C.

Announcer for general staff work. Important opening. Metropolitan network station in Philadelphia. Personal interview and audition required before placement. Reply Box 885, BROADCASTING.

Engineer wanted—1st class ticket preferred. Midwest network affiliate station. Give full particulars in 1st letter. Box 888, BROADCASTING.

Salesman for 1 kw net affiliate. Send full details, salary first letter, M. Rosene, Huntington, W. Va.

Announcers for regular staff work. WCHS, Charleston, W. Va.

Wanted—Experienced announcer speaking Spanish. Unusually good pay, pleasant surroundings, transportation advanced if necessary. Give experience and reference. Box 889, BROADCASTING.

Copywriter! Large Washington, D. C., advertising agency specializing in retail radio accounts has position open for capable copywriter with advertising background. Good salary. Box 890, BROADCASTING.

Experienced announcers, copy writers, salesmen, wanted for new Mutual Station KALL, 248 South Main Street, Salt Lake City. Must have certificate of availability. Send all details with application.

Situations Wanted

Engineer—Experience, studios, transmitters, recording, net stations. Box 709, BROADCASTING.

Chief engineer—Six years pre-war experience. Available August 1st. Permanent basis only. Active overseas war record. References. Box 807, BROADCASTING.

Executive—Family man, 40, capable assuming complete charge local or regional station for absentee owner or licensee with other interest. 15 years' management and personnel supervision. At present commercial manager 1 kw regional. Complete background FCC matters, construction, and all phases operation. Desire permanent position Pacific Coast. Highest references. Available 90 days. Replies strictly confidential. Box 850, BROADCASTING.

Television FM 50 kw experience, graduate engineer desires position chief or supervisor progressive southern California station. Box 853, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Available September 1. 14 years radio. Thoroughly experienced sales, production, writing. Present position: production-manager and continuity-editor for major network. Box 854, BROADCASTING.

Engineer—There must be some station with post war television plans that could use an engineer with twenty years of licensed experience, twelve of them in one of the largest television development groups in the United States. Complete engineering from license to operation with years of development, experimental operation, technical direction, motion picture work, and patents. Engineering degree, teaching experience, Army-Navy top secret development work. Only one requirement and that is that the location must be in a region where hay-fever and asthma will not be prevalent. Preferably Rocky Mountain, north or northwest. Canada acceptable. At present employed in broadcasting but can secure release. Reply Box 855, BROADCASTING.

Young lady (20), bent on radio career. Third class license, some all-around experience, apt and determined, college graduate. Box 857, BROADCASTING.

Program manager—Veteran, now employed. Network and individual station experience. It's my desire to work for a progressive station that needs an accredited man who will deliver intelligent programming. For myself and family I seek permanence and security. Your reply held confidential. Box 859, BROADCASTING.

Engineer—11 years broadcast, 1st phone, 2nd telegraph, 7 years chief engineer. 2AF. Box 860, BROADCASTING.

Writer. Experience in programming, production, acting, publicity. Girl Friday, 25, enthusiasm, initiative. Box 861, BBROADCASTING.

Publicity director for an agency desires to make a change. Thorough newspaper experience plus fine contacts throughout radio industry. Box 862, BROADCASTING.

Executive, manager or sales manager, a real producer with sound and practical ideas available immediately. Understands all phases of operation of network affiliates, 250 or 1000 watt. Box 864, BROADCASTING.

Girl, college grad, radio, English. Ideas, ability. Wants connection progressive station for all-around production, continuity work. Box 865, BROADCASTING.

Chief engineer—Available immediately. Information on request. Permanent. Box 866, BROADCASTING.

Section manager with more than ten years' experience available soon. Outstanding sales record. Good agency contacts. Thoroughly familiar with all phases of radio station operation including construction AM and FM. Best of references. Can arrange interview. Box 867, BROADCASTING.

Program director—production manager experienced with N. Y. 10,000 watt indie-newsroom, continuity background. Looking for live wire station. Veteran. Box 868, BROADCASTING.

Thoroughly experienced station manager with excellent executive ability and thorough knowledge of programming and production, plus real selling ability, is looking for position with station that appreciates and will pay for this type of man for permanent position. Your move. Box 869, BROADCASTING.

Chief announcer seeks position combination program director-announcer-operator. First class license. Box 871, BROADCASTING.

Manager, commercial manager, program director. Brilliant record of increased sales and Hooper rating as commercial manager and program director with 250 watter. Box 873, BROADCASTING.

Station manager-commercial manager. Ten years' experience in the advertising field. Five years as station manager of midwestern radio station. Age 29, married. Will only accept position with station in good market. Box 875, BROADCASTING.

Announcer—Girl, but good; can act; can write; emcee programs. Box 876, BROADCASTING.

Successful executive—radio experience. Veteran, married. Wishes to invest service and capital in local station. Box 883, BROADCASTING.

Producer, writer, announcer, creative, experience college workshop, 37 years, married, draft exempt. Disc available, make offer. Jack Alan Permisohn, 2326 Carmona Ave., Los Angeles, Calif.

Situations Wanted (Cont'd)

Experienced sports announcer—Pre-war vintage, 7 years radio experience. Play by play football, basketball, baseball, boxing, track and field. Ad lib interviews, straight sportscast. Married, 4F, 29. Please state salary first letter. Box 884, BROADCASTING.

Decided flair for the unusual in radio. Ex-serviceman with excitable new ideas in radio writing and publicity desires to step right into middle of challenging radio job. Southern California preferred. Box 886, BROADCASTING.

Announcer—24, married, family man. Four years radio. News, ad lib, man shows, emcee. Discharged vet. Box 887, BROADCASTING.

Experienced operator, with telephone first, 2 years broadcast. Transmitter-combination, technician, 15 years Ham. Married, now farmer, becomes available right job. Like on engineer station; long hours, long pay, living quarters. East or central, explain fully. Don't telegraph. W. S. Crooks, R2, Centerville, Pa.

Operator—First class, wants transmitter job. Box 891, BROADCASTING.

Announcer—Young, draft def. N. Y. C. and small station experience. Excellent news experience. Pref. west or south. Box 892, BROADCASTING.

Announcer—Now employed N. Y. C. station. Wants staff or free lance work. N. Y. C. only. Apt. 2C, 467 4th Avenue, N. Y. C.

Will do publicity and special events for solidly established station not necessarily large. Plenty of writing experience. 2½ years metropolitan announcing. Now 24, agency writer, college background. Competent ad libber, will do one personality wax show daily. Minimum salary $275 monthly. Box 893, BROADCASTING.

Wanted to Buy

Wanted—Complete equipment for 250 watt station. Box 858, BROADCASTING.

Radio station. 250 or 1000 watt station in good market. Will pay cash or any way agreeable. Your reply will be in strict confidence. Box 872, BROADCASTING.

Equipment wanted—Portable recorder. Advise type, age, condition and price. Phone 9 to 5, Circle 7-8394 or write Purchasing Department, American Broadcasting Co., Inc., 30 Rockefeller Plaza, New York 20, N. Y.

For Sale

Several new Cannon plugs. Box 863, BROADCASTING.

2 used dual Presto 6-N recorders with automatic equalizers, 1-C cutting heads, 86-C control panel, and floor cabinet. $1300 each. Box 879, BROADCASTING.

2 used Presto 85-A amplifiers. $200 each. Box 880, BROADCASTING.

1 used Presto 85-E amplifier. $250. Box 881, BROADCASTING.

1 used Allied 16-inch recording turntable with Audak cutting head. $300. Box 882, BROADCASTING.

Presto recorders for sale. Two complete outfits like new, with 300 sixteen inch records. $900 for all. H. Grissette, Hamilton Hotel, Laredo, Texas.

For sale—4 G. E. 204A tubes in unopened cartons, $75.00 each; R. C. A. TMV-75 Field Meter, $350.00. WTAD, Quincy, Illinois.

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NEW YORK 20, N.Y.: RADIO CITY, R.K.O. B...
CHICAGO 4, ILL.: 228 S. Wabash Av...

Buffalo Agency Expands

EVERETT L. THOMPSON of WCOP Boston, has been named radio director of Baldwin, Bowers & Strachen, Buffalo advertising agency. He has had eight years of radio experience in New York, Pennsylvania and Ohio. Serving with Mr. Thompson on the recently increased radio staff will be James E. Corbett, former program director of WBEN Buffalo; Marianne Holder, radio writer; and Kay Burkhardt, ex-program director of WEBR Buffalo.

Grant Names Wilson

JOHN WILSON, formerly with McCann-Erickson, New York, has been named head of the new radio department of Grant Adv., New York. Mr. Wilson will supervise production of all agency radio programs. Grant plans to expand its radio department.

Mrs. Maizlish

MRS. SOPHIE MAIZLISH, 73, mother of Harry Maizlish, manager of KFWB Hollywood, died in Cedars of Lebanon Hospital, Los Angeles, after a long illness on July 6. She also is survived by three other sons, Samuel, Herbert and Dr. I. Maizlish.

CAN YOUR STATION USE THIS MAN? SPORTS, NEWS, AND SPECIAL EVENTS COMMENTATOR.

Eight years experience, ad lib expert, play-by-play all sports with major league baseball background, and network performances. Proven reputation through excellent Hoopers. Now employed, anxious to make permanent connection with sports minded station starting with football season or sooner.

Box 852, BROADCASTING

Can offer the benefits of over three years of sound experience as a dramatic script and commercial copy writer. Have written network scripts. Desire to write public interest, documentary and dramatic scripts. Creative ideas. Industrious. 4F. Larger cities in east and middlewest preferred.

Box 851, BROADCASTING

We Are Looking For Men To Operate Our New Branch Offices

We are an old, well-known manufacturer of Radio Transmitting Equipment, about to open branch offices in New York City and on the West Coast. We need a good man to operate each of these offices. He must be able to contact stations intelligently, know broadcasting methods and problems, and discuss equipment from a technical standpoint.

There's a wonderful opportunity for the right man. Are you one of them? Give full details of experience, age, background, salary needs, etc., in first letter.

BOX 749, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
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High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
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ACME PAINT
TAKING 30 STATIONS TO START
wires BILL JONES, HENRI, HURST and MacDONALD
THE SHADOW
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

At Deadline...

FCC FAVORS EQUAL TELEVISION MARKETS

EQUAL service areas for television as well as FM are favored by FCC, George P. Adair, Commission chief engineer, told 60 industry engineers Friday at a conference on proposed TV standards (see FM story, page 18). He also disclosed that Channel No. 1 (44-50 mc) will be assigned to low-powered stations in smaller communities.

An industry committee of five, to be chosen by Television Broadcasters Assn., will meet July 25 in Washington with an FCC engineering committee to pass on final standards. At Friday's session, several controversial issues were referred to the joint committee for recommendations. Mr. Adair invited all industry engineers to submit any suggestions for standards before July 25 meeting.

ZONING BOARD REJECTS BAMBERGER TV SITE

BOARD of Zoning Appeals, Washington, D. C., late Friday heeded protests of citizens in Reno Park, residential area, and refused to rezone a two-acre tract on highest ground in District for television transmitter. Bamberger Broadcasting Service proposed to use site for 300-foot tower on ground 390 feet above sea level. Board voted 2-1, explaining decision could not be considered a test. National Capital Park and Planning Commission previously had approved site. Hearing was held last Wednesday with Harry S. Wender as attorney for Bamberger.

WSGN STRIKE SERVICE

WSGN Birmingham has cancelled all commercial newscasts as a result of a printers' strike on all three newspapers in Birmingham and is carrying 11 broadcasts daily on a sustaining basis as a public service. The papers are pooling all local and State news gathered by their staffs and turning it over to the station. Sports editors of each paper are giving nightly sportscasts and on Sunday, when fewer news broadcasts are given, a half-hour of social news is being aired.

WARNER OUT OF DECCA

WARNER BROS. has withdrawn from Decca Records Inc., selling to the recording company the minority interest, reportedly 25% of outstanding stock, which it has held since Brunswick Recording Corp., which it formerly owned, was merged with Decca. World Broadcasting System, pioneer transcription company, was acquired by Decca about two years ago.

COLEMAN STARTS COMPANY

HARRY M. COLEMAN, v-p of the public relations division of MacFarland, Aveyard Co., Chicago, has purchased the division, and will become president. Firm will be titled Harry Coleman & Co. Ted Grange is v-p, J. Renouf is secretary. Address is 333 N. Michigan Ave., Chicago.

WINCHELL TOPS HOOPER

TOPS in evening network programs in the July 15 Hooper report is *Jergens Journal With Walter Winchell* which has a Hooper rating of 15.5. Hooper figures show *Screen Guild Players* second and *Telephone Hour* third in night programs.

STEINMANS APPLY FOR WRAW CONTROL

TRANSFER of control of WRAW Reading to radio organization headed by Col. J. Hale Steinman and John F. Steinman, is proposed in application filed last Friday with the FCC. The Steinmans personally already hold three-sevenths interest in WRAW. The remaining four-sevenths would be acquired for $100,000 by stations in which Steinmans hold stock.

WGAL Lancaster acquires two-sevenths interest of Raymond A. Gaul, president and manager of WRAW, for $50,000. Keystone Broadcasting Corp., operating WKBO Harrisburg, acquires two-seventh interest of Harold O. Landis, secretary-treasurer of WRAW, for like amount. Mr. Gaul remains as manager.

Messrs. Steinman last summer purchased their three-sevenths interest in WRAW from Clifford M. Chafey for $62,500, after selling WILM Wilmington under duopoly rules. Application for the transfer of WRAW control was filed by Clair R. McCullough, managing director, Mason-Dixon Group, and Mr. Gaul.

FREE NEWS PASSAGE URGED

UNIFIED American communications system is urged by Senator McFarland (D-Ariz.) to permit free passage of news throughout world. Right to send and gather news everywhere without artificial restraint would be one of greatest deterrents to war, he said. The Senator was a member of recent Congressional inspection tour of communications. American equipment is best in world, he explained, but nation needs integrated communications system to compete with other countries.

ASCAP RULING UPHELD

NEBRASKA Supreme Court on Friday upheld Judge James Fitzgerald in dismissing triple damage suit of WOW Omaha and Joseph Malec against ASCAP. Court held money paid to ASCAP was within business compulsion and so could not be recovered in actions brought in Nebraska suit.

PRAISE FROM MacLEISH

RADIO coverage of the San Francisco Conference was praised by Archibald MacLeish, Assistant Secretary of State, last week speaking before Theta Sigma Phi meeting in Washington. Radio and press did their part in making the completed charter "a whale of a good one," he said.

Situation Wanted

STATION or network with an opening may be interested in the following classified item in the July 9 PM:

> LAZY overseas veteran desires easy job with big pay; preferably sitting down; especially interested in radio. S. Richard Collier, 1975 Sedgwick Ave., Bronx 53, FO 5-7102.

Collier is a comedian. He had several agency auditions, accepted night club job, may get on Fred Waring NBC program this week.

People

LT. DEAN MORGAN SCHMITTER, formerly assistant program director and announcer at KWKH Shreveport, for various Naval actions in the Pacific received the Distinguished Flying Cross, Navy Air Medal and Gold Star Award last month.

GEORGE P. HERRO, assistant public relations director of American Hospital Assn., Chicago, joins MBS Chicago office July 16 as publicity director.

BURRIDGE D. BUTLER, president of WJJD Chicago, leaves for Arizona July 19 on his annual trip to look over western interests.

JACK VAN VOLKENBURG, manager of WBBM Chicago, and Everett Holles, news editor, leave Aug. 1 for Pacific theater with wire recorder.

CARL PRESS, Sunday editor of WKRC Cincinnati newsroom for 2½ years, appointed director of publicity and advertising.

D. E. NOBLE, research director of Galvin Mfg. Corp., Chicago, given added duties as head of Communications & Electronics Division of Motorola Radio, subsidiary. He has been active in FM development and chairman of RTPB Panel 13.

ROBERT D. CARMAN, of NBC central division continuity staff, named assistant continuity editor. Succeeds Myron Golden, who joined Grant Adv., Chicago.

DICK CARLSON, since July 1943 personnel director of FCC, on Aug. 1 joins staff of Roger & Slade, New York, management consultants, but continues as consultant to Commission.

MAX CARL, former district OPA information executive for the Twin Cities, appointed director of public service programs of WTCN Minneapolis-St. Paul.

LT. COL. JACK HARDING returns on inactive duty to Indianapolis where he formerly headed his own agency to become vice-president of Charles J. Pettinger Co., sales and advertising counsel.

A. V. DUKE appointed assistant vice-president in charge of household radio for Zenith Radio Corp., Chicago.

HUDSON F. MYER, account executive of Caples Co., New York, elected vice-president in charge of office.

CRC STRIKE SETTLED

ENGINEERS at Columbia Recording Corp. studios in New York, Chicago and Hollywood were to return to work July 16 under an agreement reached Friday evening between CRC and IBEW in New York. Men are to receive wage increases and three-way job classification has been dropped.

ASK POTTSVILLE CP

NEW LOCAL on 1490 kc with 250 w unlimited at Pottsville, Pa., is sought by Pottsville Radio Co. Firm is composed of local businessmen and P. J. McCall (16.6%) and Lou Poller (33.3%) who hold total 75% interest in Barron Broadcasting Co., applicant for local facilities in Wilkes-Barre. Mr. Poller is also 49.6% owner of WARM Scranton.

She Sang a Nursery Rhyme...

and Revolutionized FOOD MERCHANDISING!

Back in 1932, Irene Wicker, The Singing Lady started advertising cereal to children, who do *not* buy cereals—but *eat* them. Another trail was blazed . . . and along that trail scores of children's radio programs have traveled, to create vastly expanded markets for a large category of food products.

IN THE *Distribution Decade,*

ADVERTISING MUST AGAIN *BLAZE NEW TRAILS!*

ALONG the highroad of America's industrial progress, many of the main milestones have been advertisements and advertising ideas that opened up whole new concepts of merchandising the products of industry.

Post-war . . . because expanded production and abundant manpower and capital will demand at least 40% consumption increase over pre-war levels . . . the distribution of merchandise to consumers will be the key factor in achieving national prosperity. Again—advertising must pace progress. As never before, advertising men face a responsibility and an opportunity to raise the world's highest standard of living to a new pre-eminence.

Your clients will look to you, in the Distribution Decade after V-Day, for accomplishments surpassing everything advertising has ever done. Alert advertising men are looking ahead . . . planning and preparing for that responsibility and that opportunity.

So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION